

Collected

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

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10c A COPY



Winning friends

WHEN Miller & Rhoads, of Richmond, Va., asked us to advertise their department store, our first consideration was an understanding of their service. We sent a writer to Richmond who lived in that store for a week. Incognito, he "shopped" it from top to bottom. He bored in. He was unreasonable. He was every type of customer. He listened in on thousands of shopping conversations.

In a word, he put the clerks and the store to every service test, and when his visit was ended he knew how completely Miller & Rhoads were prepared to win a woman's preference. And then he came home and wrote advertisements to the thousands of women living within a radius of two hundred miles of Richmond. In a friendly, intimate way, he told them of the South's greatest department store, its unusual services and its splendid policies. He wrote to make friends for Miller & Rhoads.

And he did make friends! Since the advertising began, Miller & Rhoads sales, to out-of-town customers, have shown an increase which satisfies all concerned.

There is an appreciable difference between writing "to" and writing "at" a prospect.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

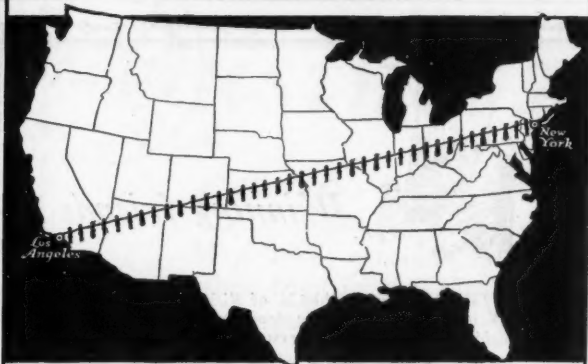
CHICAGO

SAN FRANCISCO



A Chain of Buyers

Reaching from New York to California —



IF the 3,000,000 passengers who ride on the Interborough Subway & Elevated each day were to join hands and stand at arm's length they would form a line which would reach from New York City to Los Angeles, California.

Consider what it would mean to display your product in *full, true colors* and *big, prominent space* before this gigantic daily assemblage of buyers

You can do it—you can reach them *all, repeatedly* and *effectively*, at one low cost through one big medium.

**! THE WORLD'S
BIGGEST
CIRCULATION
—3,000,000 Daily—
in the World's
Greatest Market
—6,000,000 population**

INTERBOROUGH
Exclusively Subway & Elevated
ADVERTISING
CONTROLLED BY
ARTEMAS WARD, INC.
50 UNION SQUARE NEW YORK, N. Y.

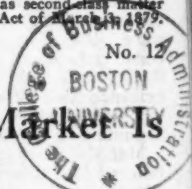
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Registered U. S. Patent Office

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VOL. CXXVII

NEW YORK, JUNE 19, 1924



What to Do When the Market Is Not Spontaneous

Growth of House-to-House Methods, through Retailers and by Direct Sales, Taken by Manufacturers as Indicating That Selling Begins to Catch Up with Advertising

By G. A. Nichols

IS the personal canvass, backed up by plenty of good advertising, the way to track potential prospects to their hiding places and draw them out where they may be exposed to sales effort?

Most of the time since advertising sold the automobile idea to the American people manufacturers have had hard work making enough cars to fill the demand. Their job was producing rather than selling. The reason was that the market was at least 85 per cent spontaneous. People bought. They did not have to be sold.

This over-demand, which was especially forceful during 1922 and 1923, brought about over-production for 1924. This was done under the belief that the over-demand would continue. It did not. Accordingly most manufacturers have plenty of automobiles on hand and the buyer, for a change, is being zealously and eagerly sought.

The market ratio has turned the other way around, the spontaneous part now being only about 15 per cent in place of the previous 85 per cent.

What does it all mean?

According to the automobile people, the answer is that whereas previous years were abnormal, 1924 is a normal year—or rather would have been, barring the calamity of a late spring and more

than the usual amount of meddling by politicians.

It seems to be a case where the people have quit selling cars to themselves, leaving that operation to be performed by the manufacturer, his distributors and retailers.

The net outcome is that things now are somewhat slow in the industry, not because of any great decrease in buying power or because the saturation point is being approached, but because the automobile people as a whole have not realized the new kind of selling that now has to be done. They have grown "soft," as were most selling organizations at the beginning of the buyer's strike in 1920. The industry has a big job ahead. Price-cutting won't do it. Selling will. And already unmistakable signs are to be seen of an awakening regarding what must be done to sell goods when the demand for them is not spontaneous.

Chevrolet, for example, is out canvassing for buyers. It is using what might be termed house-to-house methods. It is, in a high-class sense, peddling cars. Its advertising has been redesigned on a basis to prepare the way for its salesmen.

Herein we have the answer as to what to do when the market is not altogether responsive.

It is to take the merchandise direct to the people—something

that is really being done today on a larger scale than most business men are aware.

This taking of the goods, or the store, to the people is in a way a reversion to first principles—to the stone age of selling, as it were. But in no sense is it to be construed as a backward step. Rather it is to be looked upon as evidence that selling, now fully ten years behind advertising, is beginning to catch up.

Manufacturers and leading retailers admit their complete astonishment, and even bewilderment, as they gradually wake up to the development of house-to-house selling, to see how facile it is and contemplate how well it can be adapted to almost any line of business. The manufacturer can use it to help the retailer sell his goods. The retailer finds it a most resultful supplement to the regular selling machinery of his store.

A hardware dealer in a small down-State Illinois town was much worried over his slow business during the spring of this year. Snow, rain and cold displaced the usual days of sunshine to such an extent that the women even put off housecleaning, that operation usually so excruciatingly delightful to their souls, until the weather should be more propitious. Likewise they deferred the purchase of the things they needed for their spring onslaught on the winter's accumulation of dirt.

One day the hardware man instructed two of his clerks to go out and make a canvass of the town, selling housecleaning essentials. The women bought, their orders being larger than they would have been if the goods had been purchased in the store. But the biggest thing of all the canvasses accomplished was in getting a line on prospective sales for other lines of merchandise.

After a salesman had sold a woman her housecleaning goods he would ask if she was likely to be in the market during the spring for a refrigerator. How was her washing-machine working? Did she need a new screen door? Did

she have an electric iron? Was she going to need a new wringer soon?

Acting upon the selling leads thus uncovered, the hardware man during the spring sold twenty-five refrigerators, eight washing-machines, any number of screen doors, five oil stoves and a considerable list of miscellaneous merchandise. The profit on the sale of the housecleaning goods alone was enough to pay the expense of the entire canvass, thus making the profit on the other items practically net. Also he beat all his competitors to it. It is an accepted principle of this method of selling that there is no competition when the merchandise or the selling effort is taken directly to the prospect.

It is this free selling field, this getting away from competition, that has caused so many retailers to be responsive to manufacturers' offers to co-operate with them by means of canvassing. It has also caused the Fuller Brush Company to sell its goods direct to the user.

"Why don't you sell your brushes through the retail store?" somebody asked G. H. Abercrombie, sales-promotion manager of the Fuller Brush Company, during a discussion of his address at a recent meeting of the Association of National Advertisers in Cleveland.

Mr. Abercrombie summed the whole thing up very well when he replied:

"We sell direct to the user because in that way we can sell more brushes. When one of our salesmen takes his samples into a woman's kitchen he has a clear field. His customer's mind is not diverted by competing lines of merchandise or by merchandise in general. She sees brushes and brushes only—our brushes. And then again, by spreading out the goods on her kitchen table we perform a service for her in that we make buying easy."

At first sight the experiences of this company might be taken as indicating that the canvassing method is most resultful when used by enterprising manufacturers as a means of competing with



Are Your Products Discussed at the "Ladies' Aid"?

If you have ever lived in a small town, you know what it means to have your goods recommended at these meetings.

The little remark about some experience with a food, a floor varnish, a soap—just the hint dropped—can make or break this market.

What do they say about *your* product?

Christian Herald

"In small towns where church homes dominate"

the retailer. This probably is one reason why manufacturers have been slow about using it. Retailers have avoided it partly because they did not understand its benefits and because they thought it would discredit their stores. But properly used, it has been proved to be a broad and comprehensive merchandising principle. It can be applied to almost any kind of retail selling proposition. It works even better, as a general thing, when carried on in co-operation with the retail store than when it is operated by the manufacturer independently. As such it opens out a new and interesting field for the national advertiser who now is seeking ways and means of intensifying his selling effort—meaning, of course, that of the *retailer*—upon that considerable portion of the trade which no longer can be regarded as spontaneous.

The best results follow when the manufacturer is in position to take personal charge of the canvassing, as is done by certain household specialty manufacturers such as The Hoover Company, maker of vacuum cleaners. Hoover, instead of selling cleaners to the retailer for him to sell, sells them to him sold. In other words, the company puts its own men into the store to go out and sell the cleaners.

But what is there to prevent the manufacturer from giving the dealer concrete help and directions that will enable him to utilize house-to-house selling on his own initiative? Nothing at all, as the experiences of the Illinois dealer, above mentioned, will show. In this instance, the inspiration was gained by the dealer himself. But one only has to look around him to see instances where the manufacturer is co-operating with the dealer to the extent of giving him an entire outdoor selling plan which benefits his business in general and advances the manufacturer's interests individually.

The International Harvester Company plans a considerable part of its advertising on the basis of making it resultful for

the dealer to call personally upon the farmer and sell him implements. The plan increases the sales of Harvester goods, but does the same thing for general merchandise—something in which the company is vitally interested because it increases the prosperity and general purchasing power of the dealer. The Ralston Purina Co., of St. Louis, does similar things for thousands of feed stores. There are many others.

Considering the subject generally, what are some of the underlying factors making for the success of house-to-house selling?

In the first place, its efficiency is at least doubled by the right kind of advertising. This has been proved by the experiences of manufacturers in the house furnishing goods line. The Fuller Brush Company got along only fairly well until it began to advertise. This year it is spending \$500,000 for advertising and expects a sales volume of \$18,000,000—an increase of \$10,000,000 in three years.

"The whole secret of this kind of selling," says Martin L. Pierce, of The Hoover Company, "is in having the approach right and seeing that the salesman is properly introduced. The direct-mail and publication advertising should be along the line of selling the idea rather than the merchandise. Show a woman the benefits of doing her housework by electricity and the salesman for an electrically operated appliance has a prospect. The preliminary sales work has been done and the approach to a sale opened.

"The purpose of the advertising, instead of making sales direct, is to bring the customer face to face with the merchandise with a favorable impression toward it. The salesman, through whom the contact is established, thus is automatically lifted out of the pedler class in the minds of his customers and is recognized for what he really is."

The manufacturers of Everwear aluminum work on the principle that advertising must precede the salesman and give the

(Continued on page 186)

Starting in November

with our
25th Anniversary Number

The **American Boy**
The Biggest, Brightest, Best Magazine for Boys in All the World

offers
choice of any two colors
with cover positions

AND on all color pages the choice of any color and black.

Starting with November, THE AMERICAN BOY will be published in a new size— $9\frac{3}{8} \times 12\frac{1}{8}$.

The 25th Anniversary Number, November, will contain many special features which will be referred to long after the usual current life of magazines. 350,000 copies of this issue will be printed.

THE SPRAGUE PUBLISHING COMPANY

(Member A.B.C.)

Lafayette Boulevard

Detroit, Mich.



THE BRITISH ISLES

The very life of England depends on securing food products grown thousands of miles away. The remarkable financial recovery and the compactness of this market make it one of the most promising in Europe.



SCANDINAVIA

The people of Denmark, Sweden, Norway and Finland are noted for their hardworking qualities and thrift. In Sweden, for example, four-fifths of the entire population are savings bank depositors.

Europe is

MOST of America still thinks of Europe as a war-swept area in the throes of reconstruction.

Yet today Europe is buying from the markets of the world. And manufacturers selling to European markets are building up substantial sales volume.

The London Office of the J. Walter Thompson Company maintains direct representatives in all the important centers on the continent, insuring advertising campaigns that are right in appeal and accurate in native idiom.



FRANCE and BELGIUM

The recent spectacular recovery of the franc has opened a new era for French commerce. Reconstruction has proceeded so rapidly that in the textile industries, production now actually exceeds pre-war figures.



THE NETHERLANDS

In 1922 Holland imported over one billion dollars' worth of goods for less than 7,000,000 inhabitants, or nearly \$150 worth of foreign products for every man, woman and child in the country.

Buying Today

Through this European organization the J. Walter Thompson Company is in a position to give American manufacturers a service that combines a first-hand familiarity with selling conditions abroad with the combined experience of all the Company offices on both sides of the Atlantic.



J. WALTER THOMPSON COMPANY

Advertising

NEW YORK CHICAGO BOSTON CINCINNATI
SAN FRANCISCO LONDON

Farm Market in Stronger Relative Position

Farm Equipment Manufacturers See Better Business in Coming Crop Year

SALES and advertising managers of companies represented in the National Association of Farm Equipment Manufacturers look for a somewhat rejuvenated farm market during the crop year beginning July 1, 1924. The farmer, even though he may not hit his old stride for some time, is beginning to warm up a bit and show a more active interest in buying. This attitude of expectancy marked the mid-year meeting of the Sales and Advertising Department of the national association in Chicago, June 11, attended by most of the large farm implement companies in the Central and Middle West.

"Even if the farmer doesn't get all the way back to his former prosperous condition during the next year," said an executive of one of the big tractor manufacturers, "everything now points to his occupying a much stronger relative position, especially since a period of quiet for other industries seems imminent." And that sums up fairly accurately the feelings of the other sales and advertising managers toward the farm year just ahead.

Much of the discussion at the meeting centred around the agitation, which had its beginning with implement dealers, for reduction in distribution costs which would permit lower selling prices. It was pointed out that in a number of cases the dealers' insistence on obsolete methods of doing business was a real factor in preventing the reduction of the cost of distribution. More than one sales manager present said that many dealers still delay settlements until a salesman calls instead of remitting to the manufacturer when invoices are due. Many of them neglect to carry suitable stocks of farm machinery, forcing the manufacturer to maintain large stocks. Such practices, it was

pointed out, make it necessary for the manufacturer to keep a large sales force, the expense of which inevitably must be met by the purchaser.

The farmer's cash income for the crop year from July 1, 1924, to June 30, 1925, will be about the same as that of the year just closing, according to preliminary estimates subject to later modification, H. W. Moorhouse, of Howard-Moorhouse, Inc., Chicago, told the meeting at its noonday session in the Great Northern Hotel. "While this income will probably not be more than the \$9,500,000,000 received this year, the prices of non-agricultural commodities are on the decline," said Mr. Moorhouse. "The balance between income and prices paid for products purchased may be a degree more favorable to the farmer. Farm purchasing power will hold about steady or possibly advance slightly. In other words, the farm market should be a sustaining influence during the coming year. At the present time, roughly twenty cents of the farmer's dollar is going for taxes and interest. It is estimated that some of the other principal expenditures would run about as follows:

OUT OF EACH DOLLAR OF INCOME	
Farm implements03
Automobiles and their upkeep07
Food21
Clothing14
Feeds07
Livestock04

F. W. Heiskell, advertising manager of the International Harvester Company, Chicago, and D. E. Darrah, advertising manager of the Hart-Parr Company, Charles City, Iowa, spoke on the new contacts developed through the association's advertising and extension campaign. F. M. White, of the Emerson-Brantingham Company, Rockford, Ill., presided at the meetings.

"Your Friend In Des Moines"



We follow through and help you make it pay

Manufacturers frequently comment on how enthusiastically Des Moines retailers respond to campaigns in The Register and Tribune. This friendly attitude of the dealers has been built up by the personal work of the merchandising department of The Register and Tribune. We "follow through" and help you make it pay. Naturally Des Moines is a particularly good tryout market.

The Register and Tribune

"The Back Bone of Practically Every Successful Advertising Campaign in Des Moines and Iowa."

E. W. Conklin Again Wins Advertising Golf Tournament

Another tournament has been added to the long string of annual golf meetings which are held each summer by the American Golf Association of Advertising Interests. This year the fight for honors took place on the Greenbrier links at White Sulphur Springs, W. Va.

Ensign W. Conklin, of Verree & Conklin, Inc., New York, emerged as the victor for the second consecutive time. He became champion with a score of eight up and seven to go against Neil D. Becker, consul-general of Bulgaria, in a thirty-six hole final match.

W. E. Conklin, of New York, J. R. O'Connell, of Boston, and Montague Lee, of Mt. Vernon, N. Y., were the successful winners in their respective flights.

In the defeated eights, the following were the prize-winners: D. L. Hedges, New York, Wallace Patterson, Chicago, F. A. Sperry, Chicago, Arthur Lundeen, Cleveland, Moseley Taylor, Boston, D. W. Tibbott, Boston, J. E. Veasey, George Leigh, H. V. Proskoy and Carl Kaufman, all of New York.

W. S. Bird, of *Cosmopolitan*, president, presided over the annual dinner which was held at the close of the tournament. Arthur Hull, vice-president, Dreicer & Company, was elected president for the ensuing year. Frank Soule, of The Condé Nast Group, Chicago, first vice-president; W. E. Conklin, Ruggles & Brainard, New York, second vice-president, and Clair Maxwell, of *Life*, New York, secretary-treasurer.

In the absence of Don M. Parker, chairman of the tournament committee, Ensign W. Conklin and Clair Maxwell took charge. W. R. Hotchkin was chairman of the entertainment committee.

Vitrified China Makers Jointly Advertise

Six members of the American Vitrified China Manufacturers' Association are co-operatively using page business-paper space to tell the restaurant and hotel trade of the record of American potteries since the war. The closing at that time of European markets swamped American factories, but the demand was met, the copy points out, and today American china, through years of test and service, numbers former European buyers among its strongest endorser.

W. M. McIntosh with Fort Worth "Record"

William M. McIntosh, who has been publisher of the Fort Worth *Press* since its establishment in October, 1921, has resigned to become business manager of the Fort Worth *Record*. Mr. McIntosh has been connected with the Scripps newspapers for the last fifteen years and was manager of the Covington *Kentucky Post* before going to Fort Worth.

New England "On-to-London" Delegates Visit "S.S. Samaria"

Representatives of the advertising clubs of Boston, Providence and New Haven were the guests of the Cunard Line at a luncheon which was held last week on board the *S. S. Samaria*. The *S. S. Samaria* will sail from Boston with a party of about 200 delegates from New England to the London advertising convention.

The luncheon was attended by Cyrus S. Kauffman, chairman of the New England On-to-London committee; William F. Rogers, president of the Boston Advertising Club, formerly the Pilgrim Publicity Club; Merrill C. [unclear], president of the New Haven [unclear]; Swartz, of the Town Criers of Providence; Miss Margaret Deasy, secretary of the New England District of Advertising Clubs; Miss H. Blanche Frederickson, president, Advertising Women's Club of Boston, and Miss Grace Gardner, of the Women's Advertising Club of Providence.

Judge Backus, Publisher of Milwaukee Papers

Judge A. C. Backus is the new publisher of the Milwaukee *Sentinel* and *The Sunday Sentinel* and *Milwaukee Telegram*, the former being a morning daily and the latter a new Sunday newspaper resulting from the merger on June 1 of the Sunday Milwaukee *Telegram* and the Sunday *Sentinel*. He will assume active control of the papers as soon as his judicial successor has been appointed. A. B. Cargill, former business manager, and F. D. Barter, former advertising manager of the *Sentinel* Company, continue in those offices. Fred Chlupp will be national advertising manager and N. C. Beerend, promotion manager for the combined papers. The members of the board of directors of the new company are Charles F. Pfister, Otto Falk, Lawrence Jackson and Lewis Quarles.

D. D. Moore, Hearst Representative at San Antonio

D. D. Moore, publisher of the Fort Worth, Tex., *Record*, is temporarily representing the Hearst organization in the management of the San Antonio *Light*. The *Light* recently was acquired by Mr. Hearst, as previously reported in *PRINTERS' INK*.

C. L. Buchanan continues as business manager and Bernard Horner as advertising manager.

W. J. Stephens with Washburn-Crosby Co.

Walter Jay Stephens, for the last five years assistant advertising manager of the Carnation Milk Products Company, Oconomowoc, Wis., has joined the Washburn-Crosby Company, Minneapolis. He will head the Washburn-Crosby Company's sales development department.

Double Dealer Distribution

A survey of Greater Milwaukee retailers showed that 98% believe advertising in The Milwaukee Journal to be most effective.

In 1923, Robb Ross pancake flour was introduced in the Milwaukee market by specialty men who were followed up by an exclusive advertising campaign in The Milwaukee Journal. The manufacturers state that this advertising in The Journal was responsible for an increase of 100% in dealer distribution. This case is not phenomenal—dealer confidence in Milwaukee Journal advertising paves the way for rapid and thorough distribution of any good product consistently advertised in this paper. Dealers know what "moves the goods!"

Read in more than four out of every five homes in Milwaukee and by more Wisconsin people than any other publication in the world a half million readers daily.

**The Milwaukee
JOURNAL**
FIRST—by Merit

The Children of..

WHAT childhood wants, childhood gets. Children are the best little requisitioners in the world. They usually experience little trouble in "selling the management."

For the most part, indulgence marks the reception of juvenile wishes... And if it's something childhood *needs* it's always marked "must" on the shopping list.

Chicago Herald

NEW YORK: 1819 Broadway

"Over-a-Million"

A PEEK into the Over-a-Million homes into which the HERALD AND EXAMINER is taken every Sunday will disclose a high average of sturdy, well-cared-for youngsters per family.

National advertisers selling products for children will find it profitable to cultivate the acquaintance of the parents and relatives of this juvenile group.

Circulation Is Power!
"BUY IT BY THE MILLION"

and Examiner

SAN FRANCISCO: Monadnock Bldg.

Radio—The Miraculous “Infant Science”

Radio, youngest of electricity's children, is already greatest—in popularity, at least.

Its followers number hundreds of thousands and are leaping into millions.

Nothing has grown faster than the radio industry—yet it has not been able to keep pace with popular interest and the demand for “the latest and best.”

Prosperity, if not fortune, is assured radio manufacturers and dealers who give the fans *what* they need, *when* they need it.

And that is almost “everything, all the time.” Summer is no longer an “off season” for radio. The fans are carrying on—and manufacturers and dealers must carry on with them.

The way to reach the financially competent radio enthusiasts of the Chicago field is to reach them through The Chicago Daily News, the medium which they are in the habit of reading for authoritative radio news and information—and entertainment.

THE CHICAGO DAILY NEWS

First in Chicago

Note: The Daily News is the only paper in Chicago that maintains and operates its own Radio Broadcasting Station—WMAQ

Overcoming Dealer Jealousy of a Too Successful Product

It Sometimes Happens That a Wholly Worthy Article Is Tabooed Because It Interferes with the Normal, Regular Sales of Other Lines

By W. H. Heath

THE sales manager of a cigar house that was making a sales record on a little cigar, packed three to a package, began to hear rumblings from his salesmen. "We can't get dealers to restock," they complained, "and their reasons are all the same: Our line interferes with the steady sales of regulars."

Not content with this remarkable explanation, the sales manager himself went out for several interviews. The first dealer summed up the situation when he said:

"Your package idea is a good one and the little cigars are exceptionally high in quality. We have nothing against that part of it. But here's what happens: Men, steady customers, who are in the habit of buying a fistful of a certain favorite brand of two-for-a-quarter cigar, give this package of yours a trial. They like them and it means economy. They switch away from their regular smoke habits and right there we lose a nice piece of business. Where do we come in, if a man who has been buying at least six two-for-a-quarter smokes a day, suddenly switches to the package idea at considerably less? It just isn't good business for us."

The situation is by no means an uncommon one. The salesman today, is confronted by it on many sides and it is never easy for him to argue back. From the dealer's viewpoint, it is simply not "good business" to allow a product sold at a lower margin of profit to shut off the steady flow of sales of one which brings him in much more. That the secondary product is worthy does not alter the facts in the case from his practical viewpoint.

In the above mentioned case,

after discovering that the condition was one which existed almost everywhere, this sales manager did the one sensible thing; he put out a series of special, illuminated counter cards, in which this little cigar was exploited as a "special occasion" smoke. It was not supposed to take the place of the larger cigar. There were times when it would "come in handy."

This appeased the dealer and, incidentally, gave a suggestion to the smoker himself.

A LESSON FROM THE CANDY FIELD

In much the same way, a manufacturer of candy put out a most attractive box suitable for "the entire family." It sold at a very reasonable price and was exceptionally pleasing to the eye. It had not been in stores a month before it began to monopolize trade.

And it not only hurt the manufacturer's other lines but it disturbed the dealer, who did not like to see it constantly taking the place of higher priced boxes which a man might take home to his wife or a chap might give to his sweetheart. Here was a "leader" which was "hogging" the sales. As a consequence, the retailer gave it less and less space. It was finally shoved under the counter out of sight.

To protect other boxed goods and to make the dealer happy, this manufacturer was at last compelled to change the character of the package entirely. He made it a "Kiddie's Parcel," since it was a mixture which appealed to youngsters primarily. The label was prepared with this special appeal in mind and then came counter cards, as in the other case, which, by their very wording, satisfied the jealous and disgruntled dealer. These cards sug-

gested that while father was buying a box of candy for the lady of the house, he should also buy this small package for the children.

We know of a case where a concern put out an exceptionally fine patented knife sharpener. It would do the work and it was scientifically right.

But there was a stumbling mark in the matter of distribution. Hardware and household furnishing dealers had for many years been having a steady sale of certain stones and long-used devices. They represented handsome profits. And this new mechanical contrivance of wheels, etc., was a little too good. It began to make inroads on other steady sellers.

Without saying very much, Mr. Dealer began to hush up the patented idea. He kept it in stock, because it was advertised, but he did not give it any adequate presentation in his store. It was a robber of the weekly till. It was shutting off other sales which had already been steady and dependable.

The manufacturer of the new device soon sized up the situation and realized that it was a most delicate one.

Again literature and counter displays came to the rescue, and they appear to be the only solutions.

The sharpener was recommended for certain specific purposes. It was deftly and in a subtle manner suggested that other sharpeners be used to give that last finishing touch.

This device was excellent when it came to the first rough work. But every housewife would do well to keep grinding stones, etc., on her list, just the same. This required bravery. The advertiser was really making a statement which it was unnecessary for him to make. His own product solved this one problem, but in order to "keep peace in the family," insofar as the average dealer was concerned, it was necessary for him to strike a diplomatic compromise.

In order to get a running start, a foothold with the dealer, it is

almost invariably necessary to resort to some such plan as this. It is, in fact, a compromise, a temporary bridging over of a fine point.

Here is an excellent example: A firm put out a suction cleaner and sweeper which did exactly the same work as the average electric cleaner, supposedly, and sold at a very much lower price.

The advertising of the company was compelling. It convinced the housewife, at least, that it was quite unnecessary for her to spend a large sum of money for an electric device, when this product, at low price, would do exactly the same work.

Then a howl went up from the dealers.

Women were buying the suction sweeper, at 70 per cent less, when they had been gradually educated up to the point of purchasing high-priced electrical cleaners. Business was harmed. What was to be done about it? Some dealers took an arbitrary stand.

Said one: "I know this little cleaner is a good idea. I am perfectly aware of the fact that it will go over rugs and floors and walls and furniture and suck up the dirt, but where do I come in? I am losing hundreds of dollars every week because women who came into buy an expensive electric cleaner at a price which meant handsome profit to me, finally were won over by the little gim-crack."

THE "SPECIAL PURPOSE" IDEA AS A SOLUTION

Here was a very difficult problem to solve, because the dealer was talking sense, as he saw it.

The compromise at least appeased this disgruntled dealer for the time being. Booklets and advertising literature of all kinds began to emphasize the device as a "special purpose" cleaner. It was small, it was easily handled. It meant the difference between a seven-passenger car and a handy little runabout. It would do tasks that the larger instruments would perhaps have trouble in doing.

All the while the advertiser knew that he was bending to the

will of most serious competition.

But it at least meant display, dealer interest and support and a market. If he had bucked the tide too strenuously, insofar as the dealer was concerned, he might have lost out. His time would come—when people learned the truth.

To fight the dealer on his own ground is a responsibility which requires tact and farseeing plans. Often it is necessary apparently to give in to him and to let him have his own way. If the product is worthy it will beat its own sales trail. And the dealer, oddly enough, succumbs to strategy.

It is history that every new device, every short cut, every novelty with a big idea back of it, must work harder to win support than the old and fixed line, with years of sales behind it. Dealers have their own ideas. If a certain product enjoys a consistently steady sale, and if something new selling at a lower price comes along to disturb that record—look for trouble!

Several years ago a man invented a scheme for easily, quickly and economically, mending automobile tires.

It was given severe tests. It was tried out by the skeptical. And it was so altogether worthy, that those who were back of it collected a million dollars for manufacture and advertising.

Its only fault was that it was too good.

It did what it promised to do. And dealers who existed on the volume of tire sales were far from pleased.

The lifetime of very old, shabby and mileage-tried tires was prolonged indefinitely.

Not so good!

Motor owners were not so ready to buy new tires and to put "spares on the back."

And there seemed to be an almost universal agreement to soft pedal on exploiting this new invention. That it was lengthening the lives of old tires and shortening the sales of new ones was universally agreed.

Down came the counter cards, the special window displays. The

free literature supplied by the advertiser was not distributed. It never saw the light of day in most cases.

Nor was this because the dealer did not know that the product deserved patronage. He had tried it out himself and knew; he had seen the worth of the idea demonstrated, but who, in the business of selling tires, wants to see his trade cut sharply in half? It is only human to resent it or at least to see what can be done about it.

The manufacturer faced absolute defeat, for without co-operation, he could not long exist.

There was no outlet for his to-the-trade advertising.

He must depend wholly upon consumer campaigns, and the moment a prospect called for the goods, it was easy enough for a dealer to say this thing or that and to automatically stop the sale. It is a very old and a freely acknowledged problem.

But there was a solution:

THE ONE WAY TO SUCCESS

The advertiser did the one thing which he could do, diplomatically. Where once he advertised in show cards and publications his product as a matter of tire economy, with illustrations which elaborated the idea, he now turned sharply away, and suggested it as no more than a wise accessory. It was a good thing to "take along." It was a wise thing to have as a part of standard equipment in case of emergency.

And this changed the attitude of the dealer. He at once began to boost the product and to do everything in his power to sell it. It was not interfering with his regulation sale of tires. Running counter to facts is never a wise move.

Somewhat the same experience was encountered by a maker of linoleum. He insisted in all of his advertising, that rugs and floor runners and carpets were wholly unnecessary. These beautiful patterns were the economical and lasting answer to all floor covering problems.

And the housewife began to be-

lieve it and to take it too literally. Small-town department stores with lots of rugs and carpets in stock were not kindly to the idea at all. You can appreciate why. The linoleum department was not the most important in their shops. And they had something to say on the subject.

The advertiser was compelled to change the spirit of his campaign entirely. He did not mention rugs and carpets. Many things may be suggested without going into detail, and the moment the change was made, dealers were different.

At all times an advertiser must keep in mind the regular and standardized markets of the dealer. If he doesn't, he is stirring up trouble for himself.

T. V. Hendricks Heads Cleveland Advertising Men

Thomas V. Hendricks, sales and advertising director of the A. L. Englander Motor Company, was elected president of the Cleveland Advertising Club at its recent annual meeting.

In addition to Mr. Hendricks, the following directors were re-elected: Jay Iglauer, R. J. Izant, C. W. Mears, Charles E. Percy, Frank Strock, Paul Teas, Tim Thrift, and George A. Rutherford, retiring president. New directors elected were: Trenton C. Collins, advertising manager, The Higbee Company; John S. King, John S. King Company, and Brewster P. Kinney, vice-president, Kinney & Levan Company.

W. C. Standish with Walker & Co.

W. Colburn Standish has joined the national sales staff of Walker & Co., outdoor advertising, Detroit. For a number of years he was with the United States Tire Company and, at one time, he was treasurer of the W. A. C. Miller Company, lumber dealer. More recently Mr. Standish was with the Mailometer Company as sales manager.

Illinois Newspapers Appoint Carpenter & Company

Carpenter & Company, publishers' representatives, Chicago, have been appointed national advertising representatives for the Peru, Ill., *News-Herald* and the LaSalle, Ill., *Daily Post*.

The Long Beach, Calif., *Telegram* has opened an office at Los Angeles. This office will be under the management of Oscar Conklin, manager of national advertising.

W. A. Durgin to Leave Department of Commerce

William A. Durgin, chief of the Division of Simplified Practice of the Department of Commerce, has tendered his resignation, effective July 1, to Secretary Hoover. Under leave of absence from the Commonwealth Edison Company, of Chicago, Mr. Durgin took charge of the work of the division in December, 1921. Since that time he has co-operated with more than one hundred industries in the national movement for simplification and standardization, and he now returns to the Commonwealth company as director of public relations.

"The best news connected with my resignation," Mr. Durgin said, "is the fact that H. M. Hudson will succeed me as chief of the division. Mr. Hudson has been the right and left hand man and the pedal extremities of the organization. He is devoted to the work, and I know that under his highly intelligent direction the division will carry on with increasing value to the country's industries."

L. W. Gillette to Organize Photographic Chain

L. W. Gillette for five years with the Eastman Kodak Company at Rochester, N. Y., leaves that company July 1, to organize and operate in New York City a chain of stores to sell amateur photographic products. The new corporation, Gillette Camera Stores, Inc., according to the advance announcement, will open three small stores next fall "to serve the average amateur photographer, supplying ample stocks and helpful photographic service."

W. B. Potter, who has been engaged in sales research work with the Eastman Company for three years, will succeed Mr. Gillette at the Eastman Kodak Company.

A. G. Keeshan to Join Mallory Hat Company

Alfred G. Keeshan has resigned as vice-president in charge of sales and advertising of the Bonar-Phelps Company, New York manufacturer of straw hats. This resignation is effective July 1. On that date he will become associated with The Mallory Hat Company, Danbury, Conn., in an executive capacity as assistant to Frederick T. Joy, vice-president and general manager. Mr. Keeshan will have his headquarters at the New York office of which he will be manager.

Galen Van Meter with Doremus & Company

Galen Van Meter, recently an account executive with Jules P. Storm & Sons, Inc., New York advertising agency, is now associated with Doremus & Company, advertising agency, New York. He was formerly with The O. J. Gude Company, N. Y., also of that city.

Choose Philadelphia for your advertising

2,000,000 population

860,000 Building & Loan shareholders

412,000 separate dwellings

That's the story of Philadelphia, not to mention the suburbs which contribute another million population to the buying territory.

Philadelphians are keen to own their homes and 860,000 wage earners in that city regularly each month lay by through its 2,500 Building and Loan Associations enough money to pay for their homes.

25% of America's Building and Loan Associations are in Philadelphia.

Shares in Philadelphia's Building and Loan Associations mature every 10½ to 11 years. About 50% of Philadelphia's homes are owned by the families that live in them. In another decade practically every home in Philadelphia will be owned by its occupants.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Net paid circulation for six months ending March 31, 1924—

512,445 copies a day.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in the United States.

New York—314 Park-Lexington Building (46th & Park Ave.)

Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard

San Francisco—Harry J. Wittschen, Verree & Conklin, Inc., 651 Market St.

(Copyright 1924—Bulletin Company)

26% Ahead

FOR the first five months of this year **THE PROGRESSIVE GROCER** gained 26% in advertising volume over last year and 55% over 1922.

There is one reason for this—each year more manufacturers discover that it is sound business



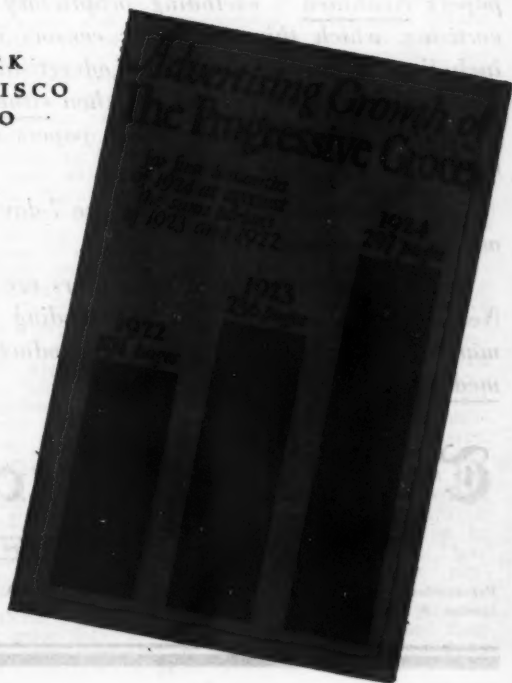
TRADE DIVISION
THE BUTTERICK PUBLISHING
COMPANY

S A

of Last Year!

to advertise constantly to 50,000 good grocers and jobbers and smooth the path of their merchandise to the millions of ultimate consumers. The cost is less than 12c per grocer and jobber for an entire year's campaign of double page spreads in color.

NEW YORK
SAN FRANCISCO
CHICAGO



Try
to match
this!

111,359



The Times-Picayune printed 111,359 lines more national advertising during May than the other New Orleans papers combined — excluding proprietary medicine advertising, which this newspaper censors rigidly. Even including proprietary medicine advertising — of which The Times-Picayune printed less than either of the other papers — its lead over the other papers combined was 69,441 lines.

Try to name another city of three 7-day papers where an equal dominance exists!

More and more national advertisers are realizing that New Orleans occupies an outstanding place among markets where they can sell their products through one medium, at one cost.

The Times-Picayune
FIRST FOR THE SOUTH

Represented in New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta by Cone, Hunton & Woodman, Inc.; in San Francisco and Los Angeles by R. J. Bidwell Co.

Calling a Halt on Substitution

In Suit Involving Eli Lilly & Company and William R. Warner & Company, Supreme Court Acts to Protect Consuming Public

Special Washington Correspondence

HOW far may one manufacturer go in imitating the descriptive name of another manufacturer's product, and in selling his article at a lower price as a substitute, when the products are similar or identical?

In answering the question, a recent decision of the United States Supreme Court in the case of William R. Warner & Company against Eli Lilly & Company, undoubtedly will affect the merchandising of many lines, since cases involving the selling of some seventy different products were cited in the petitioner's brief.

The suit was originally brought by Eli Lilly & Company in the Federal District Court to enjoin the Warner company from continuing to manufacture and sell a medical preparation flavored and colored with chocolate. In 1899 the Lilly company began and has ever since continued to make and sell a liquid preparation of quinine, in combination with other substances, including yerbasanta and chocolate, under the name Coco-Quinine. The Warner concern called its preparation Quin-Coco, and the suit was brought also for the purpose of enjoining Warner from using this name, claiming infringement.

The District Court decided against the Lilly company upon both grounds. On appeal, the Circuit Court of Appeals ruled with the District Court on the issue of infringement, but reversed the decree on that of unfair competition; and the Supreme Court accepted both questions as open for consideration.

In delivering the final opinion, Justice Sutherland said that the Supreme Court agreed with the courts below that the charge of infringement was not sustained. He explained that the name Coco-Quinine is descriptive of the ingredients which enter into the preparation, that the same is

equally true of the name Quin-Coco, and continued:

"A name which is merely descriptive of the ingredients, qualities or characteristics of an article of trade cannot be appropriated as a trade-mark and the exclusive use of it afforded legal protection. The use of a similar name by another to truthfully describe his own product does not constitute a legal or moral wrong, even if its effect be to cause the public to mistake the origin or ownership of the product."

THE PROBLEM OF UNFAIR COMPETITION

He then said that the issue of unfair competition, on which the lower courts differed, presented a question of more difficulty. He commented on the great volume of testimony, more than 200 witnesses having been examined, and summarized the facts upon which the Court reached its decision, as follows:

"The use of chocolate as an ingredient has a three-fold effect; It imparts to the preparation a distinctive color and a distinctive flavor, and, to some extent, operates as a medium to suspend the quinine and prevent its precipitation. It has no therapeutic value; but it supplies the mixture with a quality of palatability for which there is no equally satisfactory substitute. Respondent, by laboratory experiments, first developed the idea of the addition of chocolate to the preparation for the purpose of giving it a characteristic color and an agreeable flavor.

"There was at the time no liquid preparation of quinine on the market containing chocolate, though there is evidence that it was sometimes so made up by druggists when called for. There is some evidence that petitioner endeavored by experiments to produce a preparation of the exact color and taste of that produced by respondent;

and there is evidence in contradiction. We do not, however, regard it as important to determine upon which side lies the greater weight.

"Petitioner, in fact, did produce a preparation by the use of chocolate so exactly like that of respondent that they were incapable of being distinguished by ordinary sight or taste. By various trade methods an extensive and valuable market for the sale of respondent's preparation already had been established when the preparation of petitioner was put on the market. It is apparent, from a consideration of the testimony, that the efforts of petitioner to create a market for Quin-Coco were directed not so much to showing the merits of that preparation as they were to demonstrating its practical identity with Coco-Quinine, and, since it was sold at a lower price, inducing the purchasing druggist, in his own interest, to substitute, as far as he could, the former for the latter. In other words, petitioner sought to avail itself of the favorable repute which had been established for respondent's preparation in order to sell its own.

"Petitioner's salesmen appeared more anxious to convince the druggist with whom they were dealing that Quin-Coco was a good substitute for Coco-Quinine and was cheaper, than they were to independently demonstrate its merits. The evidence establishes by a fair preponderance that some of petitioner's salesmen suggested that, without danger of detection, prescriptions and orders for Coco-Quinine could be filled by substituting Quin-Coco. More often, however, the feasibility of such a course was brought to the mind of the druggist by pointing out the identity of the two preparations and the enhanced profit to be made by selling Quin-Coco because of its lower price. There is much conflict in the testimony; but on the whole it fairly appears that petitioner's agents induced the substitution, either in direct terms or by suggestion or insinuation. Sales to druggists are in original bottles bearing clearly distinguish-

ing labels and there is no suggestion of deception in those transactions; but sales to the ultimate purchasers are of the product in its naked form out of the bottle; and the testimony discloses many instances of passing off by retail druggists of petitioner's preparation when respondent's preparation was called for. That no deception was practiced on the retail dealers, and that they knew exactly what they were getting is of no consequence. The wrong was in designedly enabling the dealers to palm off the preparation as that of the respondent.

... One who induces another to commit a fraud and furnishes the means of consummating it is equally guilty and liable for the injury.

... The charge of unfair competition being established, it follows that equity will afford relief by injunction to prevent such unfair competition for the future. Several acts of unfair competition having been shown, we are warranted in concluding that petitioner is willing to continue that course of conduct, unless restrained."

FORMULA NOT PRIVATE PROPERTY

Justice Sutherland then explained that the respondent, Eli Lilly & Co., has no exclusive right to the use of its formula, and that the Warner company or anyone else is at liberty under the law to manufacture and market an exactly similar preparation containing chocolate and to notify the public that it is being done. But he specified that the imitator of another's goods must sell them as his own production, and that he cannot lawfully palm them off on the public as the goods of his competitor. He said further that the manufacturer or vendor is entitled to the reputation which his goods have acquired and the public to the means of distinguishing between them and other goods; and that protection is accorded against unfair dealing whether there be a technical trademark or not.

He asserted that the right to which the Lilly company is en-

The George L. Dyer Company

42 Broadway, New York

76 W. Monroe St., Chicago

The Planters' Bldg., St. Louis



**Newspaper
and
Magazine
Advertising**

**Publicity and
Merchandising Counsel**

titled is that of being protected against unfair competition, not of having the aid of a decree to create or support, or assist in creating or supporting a monopoly of the sale of a preparation which anyone is free to make and vend, and that the legal wrong does not consist in the mere use of chocolate as an ingredient, but in the unfair and fraudulent advantage which is taken of such use to pass off the product.

"Clearly," he concluded, "the right should extend far enough to enjoin petitioner, and its various agents, from, directly, or indirectly, representing or suggesting to its customers the feasibility or possibility of passing off Quin-Coco for Coco-Quinine. The Court of Appeals held that petitioner should be unconditionally enjoined from the use of chocolate. We think this goes too far; but, having regard to the past conduct of petitioner, the practices of some druggists to which it has led, and the right of respondent to an effective remedy, we think the decree fairly may require that the original packages sold to druggists shall not only bear labels clearly distinguishing petitioner's bottled product from the bottled product of respondent, but that these labels shall state affirmatively that the preparation is not to be sold or dispensed as Coco-Quinine or be used in filling prescriptions or orders calling for the latter. With these general suggestions, the details and form of the injunction can be more satisfactorily determined by the District Court. The decree of the Court of Appeals is reversed and the case remanded to the District Court for further proceedings in conformity with this opinion."

G. C. Jefferson with Campbell-Ewald

G. C. Jefferson has joined the media department of the Campbell-Ewald Company, Detroit advertising agency. Mr. Jefferson was formerly with the South Bend, Ind., office of Dorrance, Sullivan & Company, New York advertising agency, and at one time was assistant advertising manager of Earl Motors, Inc., Jackson, Mich.

British Consumer Society Transacts Large Business

The Co-operative Wholesale Society, of Great Britain, a consumers' co-operative organization, had a total membership in 1922 of 3,494,335 people, according to the 1924 issue of "The People's Year Book and Annual of the English and Scottish Wholesale Societies." These members belonged to the association through shareholding societies.

Net sales of the society for 1922 amounted to £65,904,812.

Several factories are operated by the society in the production of goods for its members. Among these are sixteen clothing factories, ten boot and shoe factories, eight flour mills and seven woolen mills. For productive purposes the society has acquired 33,552 acres of land in Great Britain. Its tea plantations in Ceylon include 5,669 acres and in India 28,617 acres. The society owns its own ships and transports its own raw and finished products.

T. H. Sewell Heads Toledo Advertising Men

T. H. Sewell, advertising manager, Ohio Savings Bank & Trust Company, was elected president of the Toledo Advertising Club at the annual meeting of that organization. Other officers elected were: Vice-president, Ray Waltz; advertising manager, DeVilbiss Manufacturing Company; secretary, Fred Willson, secretary, Toledo Better Business Commission; assistant secretary, Berlin Boyd, also of the Commission, and treasurer, Alfred Billstein, president, Rentacar Company.

G. V. Rockey with Cincinnati Agency

G. V. Rockey has become associated with The Henry B. Flarsheim Company, Cincinnati advertising agency, as head of the copy and contact departments. He was formerly connected with *The Literary Digest*, *The Iron Age*, and the Western Advertising Company, of San Diego.

Employees Take Over Lutz Printing Organization

Eleven employees of the Lutz Printing & Calendar Co., Burlington, Iowa, have become joint owners of the company, upon the retirement of Albert L. and Robert C. Lutz. The business was founded forty-four years ago by the late Conrad Lutz.

S. M. Osgood with "Hardware Retailer"

Sewall M. Osgood has been appointed manager of a new Chicago office opened by the *Hardware Retailer*, Indianapolis. Mr. Osgood was formerly with the *Southern Hardware & Implement Journal*, Atlanta, Ga.

51%

*If advertising endorsement of a publication
means anything to you—read this*

During 1923, The Indianapolis News carried 51% of all the newspaper lineage in Indianapolis in its 312 issues. The 676 issues of all other Indianapolis papers split the 49% remaining.

The News rates are the highest in the city, but the national rate as compared with retail rates is unusually favorable to advertisers. The News costs more—but it is worth it.

Advertisers have proved the value of The Indianapolis News for you with their dollars. Why take chances with yours?

New York Office, Dan A. Carroll, 110 East 42nd Street
Chicago Office, J. E. Lutz, The Tower Building

The Indianapolis NEWS

Ask any reader—or any advertiser

FRANK T. CARROLL
Advertising Manager

Making a Gain on a D

If one manufacturer in a given industry should show an increase of say \$150,000 for the first third of a "bad year" while his three competitors showed an average loss of almost an equal amount each for the same period and in the same territory—you would look for the reason why.

Call him a newspaper publisher instead of a manufacturer and substitute lines of display advertising for dollars; the first four months of 1924 is the time and Cincinnati the place.

In January, February, March and April, 1924, the Cincinnati Times-Star published 3,226,986 lines of local display advertising and 856,086 lines of national display advertising, a gain of 128,366 lines local and 20,671 lines national, or a total of 149,037 lines increase over the same months in 1923.

There are three other newspapers in Cincinnati, one an evening daily with the same number of publication days as the Times-Star and two morning papers with Sunday magazine editions.

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

a Diminishing Market

The evening paper showed a falling off in display advertising of 119,805 lines and the morning papers lost respectively 49,049 lines and 237,734 lines of display advertising as compared with the same period of the previous year.

The reason for the Times-Star's consistent gain, even in the face of a falling market, is undoubtedly to be found in the character of the publication itself, its wholesome editorial content, its complete, accurate and up-to-the-minute news service, its outstanding features, its "comics,"—all the factors that make an acceptable home and family newspaper.

These mean circulation, blanket coverage of the market,—and advertising follows such circulation as the needle follows the magnet.

If your sales in Cincinnati have slumped perhaps your advertising schedule needs overhauling.

THE TIMES-STAR

Member of Audit Bureau of Circulations

Denver—the mile high city

*—metropolis of the
Rocky Mountain region.
This city serves as a
supply base for over a
million people.*

To reach the potential buyers and ensure fullest measure of success of any national advertising campaign, these two influential Denver newspapers should be used extensively.

THE DENVER NEWS

(Denver's only morning paper—every morning of the year)

THE DENVER TIMES

(An evening paper of quality every evening except Sunday)

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

Representatives

VERREE & CONKLIN, Inc.

300 Madison Avenue
New York City

Steger Building
Chicago, Ill.

Free Press Building
Detroit, Mich.

R. J. BIDWELL CO.

742 Market Street
San Francisco, Cal.

Times Building
Los Angeles, Calif.

What Is the Older Man's Place on the Sales Force?

It Is a Big Mistake to Think a Man's Usefulness Is at an End When He Passes the Age of Forty-five or Fifty

By Frank L. Scott

ABOUT two years ago the vice-president in charge of sales for a manufacturer who sells his output through several types of retail outlets inserted a "Salesmen Wanted" advertisement in the newspapers. He had always been a great believer in the idea that new additions to the sales force should not be over thirty-two years of age. In all of his advertisements he included a mention of this restriction in so many words.

But in this particular advertisement the age limit was overlooked for some reason or other. And the vice-president today is mighty glad that it was. He says, "My general idea had long been that a man who has the real stuff in him ought to be definitely placed and headed so well by the time he was in his early thirties, that a fresh start with us would not be inviting. I also felt that older men would not be as apt in learning our ways of doing things. And I suppose I had also the commonly held idea that the 'pep' of youth was one of the chief things to look for in a salesman.

"The omission of the age restriction in that one advertisement, however, brought me my first real crop of applicants whose ages were well beyond thirty-two. I was quite surprised at the quality of men available who ranged in years from forty-five to fifty-five. The upshot of the matter was that we put on three of these older men and our experience with them has been so satisfactory that we have since added more and more of the older men, so that now the average age of our salesmen is perhaps eight years higher than it was in the old days."

There were many factors which this executive confesses he had

not reckoned with. Some of these were of a personal nature. For example, he had not reckoned with the fact that the advanced cost of living had made it necessary for many men who had retired on a modest accumulation to turn their thoughts toward work again. These men had been successful, had in fact more thoroughly demonstrated their ability than many of the youngsters who attracted him so greatly. They had laid aside \$30,000 to \$50,000 in times when such an estate would have enabled them to live fairly well for the rest of their days. But when living expenses suddenly doubled, the modest income of this type of man was quite inadequate. From this class of "new-poor" the vice-president secured three extremely desirable recruits. In other cases he found men whose means were adequate but who found the relative inactivity of retirement not nearly so desirable as they had imagined it would be. So they wanted to get back into harness.

WHEN PITY TURNS TO ADMIRATION

On one of the vaudeville circuits travels a team of four men whose average age is sixty-five. With them is a "girl" of sixty-two. All claim to have appeared in Tony Pastor's in its palmy days. You feel a little pity for them as they come out onto the stage. But when they finish up with vigorous clogs and fancy steps, the pity turns into something very much like envy. If I can step as lively as that at their ages I will be well satisfied.

I haven't the figures handy, but the memory of the reader of this article will bear me out when I recall the fact that the leading "executives" in the World War were really all of an age which

the average business man would have too readily classed as placing them in the "old-timer" class.

The job of traveling salesman is certainly far easier than that of the president of the United States, and yet we will hardly consider a man for the latter post who has less than forty-five years to his credit. In other words, ability to work well is not entirely a matter of years.

One employer who is very open-minded on this matter of age has made a careful analysis of the effectiveness of salesmen of various ages, and has this to say, "The older man may not always hustle around as fast as the youngster, but hustling isn't necessarily the same as selling. Our men are paid a modest salary and good commissions. The men of forty and over seem to make quite as many calls as the younger men, and their volume is very satisfactory. Although we find that the best records go to the younger men, it is interesting to note that the older men are never among the producers of lowest volume. This would suggest that while the energy of youth is desirable, the period of maturity is one where there is less waste of effort and not so many blunders are made."

"How about your ability to train the older men in your ways?" I asked.

"If a man is bright enough to sell he is bright enough to accept training," was the reply. "Training should never be complicated, anyway. The more serious attitude of the older men makes them more ready to accept instructions. While youth is readier to learn, some of our boy salesmen are just as ready to question our judgment or to listen readily but privately come to the conclusion that they 'know better' than we do, and so go out into the territory determined to disregard our instructions entirely and do things in their own way."

Talk with any employer who is interested in the older type of salesman and you will find repeatedly that the mature mind is a big factor to keep out in front

when salesmen are to be employed.

The young man has more pep. Yes; granted. The older man, however, isn't usually wasting what pep he has by staying up late or indulging in dissipation. For this reason experience indicates that the energy put into the day's work is more nearly the same in the case of youth and middle age than it is commonly supposed to be.

OVER-EXUBERANCE OF YOUTH OFFENDS

One manufacturer, who himself got a rather late start in life has also this viewpoint: "Buyers don't like the over-exuberance that too frequently goes with youth. I'll admit that the ideal combination might often be a salesman with a twenty-year-old body and a forty-year-old mind, but that type is mighty rare. We prefer to have salesmen of the sound, solid type, rather than the flashy type. So our men are somewhat older than those commonly sent out by competing houses. A great many of our customers know me personally as I make occasional trips. Several times they have commented on the type of salesmen we usually employ. Frequently they will remark that they like to deal with our men because they have better judgment than most of the salesmen who are ten or fifteen years younger."

"The younger man may have more optimism but the older man has a level head, and of the two qualities the latter is a safer one even if it is not capable of soaring to such heights."

This same comment was put in another way by a large hardware dealer who enjoys studying the salesmen who call on him. "The mental attitude of the older salesman," he says, "keeps him from going off the handle. I suppose it's hardly fair, but there are some salesmen who fairly tempt you to see if you can rattle them or get them excited. Now that you remind me of it, it seems as though these men were practically always the smart-aleck youngsters."

Perhaps this is why one sales manager has a strong-arm squad

London?.....



SKYLINE'S lost its teeth. Traffic goes left. No winking towers, but a flapping hand. Newspapers all inside out. What's the matter with everything? . . . Why, London.

© Vanity Fair

LONDON'S going to be awfully good to the A. A. C. of W. But it isn't going to know just what any kind of American wants to buy for himself or to take home. Nor what plays or cabarets he'd like best—nor what shops his wife would appreciate because they stock American merchandise—nor what hotels in the provinces he'd prefer to write home from.

IT takes an American to chart London for Americans. British Vogue, as much of an institution in England as Vogue itself in America, has an American who does nothing else. And an Englishwoman who will tell American women just where, and where not, to be British. The services of these two expert diplomats and their associates are at your service. . . . And when you go over to France, you can carry with you their introductions to French Vogue's Paris Office.

The offices of British Vogue are in Aldwych House, Aldwych, at the bottom of Kingsway, the great Avenue of American business houses in London; opposite the Waldorf Hotel; a short walk from the Savoy and the Cecil; and within easy taxi range of all the other leading hotels. Vogue's Paris Offices are just as easy to get to. And you'll be more than welcome.

V O G U E

Aldwych House, Aldwych
Telephone: City 1390

NEW YORK

LONDON

PARIS

who average forty-six years in age. These men tackle the desirable prospective customers who are declared unbudgeable by the younger men. Hard-boiled buyers are of different types. Says this sales manager, "Some are of the type that gives standing instructions that only salesmen from certain concerns shall be admitted to their presence. We find that the older man is refused admittance less frequently than the youngster."

"Others have purely personal reasons or fancied grievances which are difficult to handle. The older man's more philosophic outlook and greater diplomacy better qualify him for the task of handling such situations."

"Some hard-shells delight in being as abusive as they can. We find that the older salesman does not seem to come in for this kind of abuse as much as the younger one. And if it does come he is not so apt to reply in kind. Further, he is usually a better listener than the young man and a great many of the abusive type of dealers only need to be allowed to talk themselves out when they will settle down and become quite as receptive to a good selling talk as their milder brethren."

Turnover in the sales force is a factor to be watched. According to a large investment security house the salesman who is employed at the age of thirty-five to forty is a much better risk in this respect than the twenty-five to thirty class. The older man is less flighty. He has learned through experience what he wants. The salesman first employed at the age of forty will probably remain with his employer longer than the man of less than thirty years.

While the highly ambitious type of stripling is highly desirable to some employers, this same ambition may cause him to respond to the first offer that promises a few dollars more a month. And even granted that he has the makings of a steel king or a merchant prince, of what direct benefit will that be to the employer? "We used to favor too much the bright young man," says an executive who has over 100 salesmen

under him, "but we have come to the conclusion that there is plenty of room for the man who is content to become a first-class salesman and remain at that point for the rest of his life. Not everyone can sit on the board of directors and if all our salesmen were potential directors we would only have to part company with them and let them become directors elsewhere. So we are coming to be more and more attracted by the older type of man to whom a salesman's job represents a real career. These men are steadier. We find them less given to offering alibis or padding their expense accounts. We find that they hold their trade better and stay with us longer. Usually they have home responsibilities which insure activity and a sense of the constant necessity of making good."

Which sums up pretty well the case that may be made for the salesman who has passed the first bloom of his youth.

Postmen to Aid in Forest Fire Prevention

To assist the Government in its efforts to protect the forests of the country from devastation by fire, an army of 44,000 rural letter carriers and 12,000 star route carriers has been added to the Government's forces. The mail service will not be interrupted by this enlistment of the postal forces, according to Postmaster General New. The carriers are not asked to stop mail deliveries to fight the fires but they will perform an equally important service in notifying the proper State or national officials of the presence of such fires. This prompt action will check many incipient blazes which, if not reported, might otherwise cause serious damage.

The plan of co-operation was arranged at the request of the Secretary of Agriculture.

Registers Corn Popper Trade-Mark

The O. S. Keene Machine Company, Elkhart, Ind., has made application for registration of the letters "E-Z" which form its trade-mark for the E-Z corn popper.

The company gives no intimation of its advertising plans, but reports that it is giving consideration to a merchandising problem which is summarized as follows: The consumption of popcorn is greatest during the summer months, whereas the popping of corn in the home is greatest during the fall and winter months.



She went for lace . . . but she bought a percolator

She went in to buy some lace. But she bought a percolator on the way out. That's the way it happens in the department store.

People buy electrical appliances in department stores and hardware stores usually because they see them.

They buy electrical appliances in electrical stores usually after they have decided to buy something electrical.

If you manufacture electrical appliances—stock your line in both kinds of stores.

You can reach 15,000 electrical stores through Electrical Merchandising.

You can reach 30,000 non-electrical stores, such as department stores, hardware

stores and house-furnishing stores, through Electrical Retailing.

Through both publications you can sell to both kinds of stores—45,000 of them!



Each one of the fifteen McGraw-Hill Publications is the working tool and buying guide of the executive who buys in the field it serves.

These fields and the publications which serve them are—

Electrical: Electrical World, Electrical Merchandising, Electrical Retailing, Journal of Electricity.

Construction and Civil Engineering: Engineering News-Record.

Mining: Engineering & Mining Journal-Press, Coal Age.

Transportation: Electric Railway Journal, Bus Transportation.

Industrial: Power, Industrial Engineer, American Machinist, American Machinist (European Edition), Chemical & Metallurgical Engineering.

Export: Ingenieria Internacional.

ELECTRICAL MERCHANDISING & ELECTRICAL RETAILING

Tenth Ave. at 36th St., New York : Old Colony Building, Chicago

McGraw-Hill Publications

John Wesley Barber, "Dean of Advertising," Dead

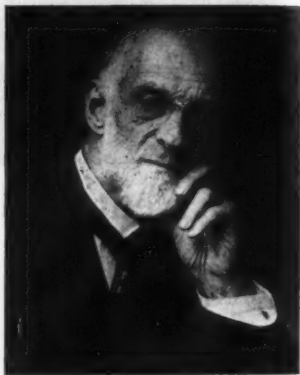
JOHN WESLEY BARBER, for fifty-eight years active in advertising agency work; head of the agency that bears his name, and one of the founders of the American Association of Advertising Agencies, died at Newton, Mass., on June 12, at the age of seventy-five.

It was through George P. Rowell, the founder of PRINTERS' INK, that Mr. Barber entered the advertising agency business back in 1866. Mr. Rowell at that time conducted an advertising agency at Boston in partnership with Horace Dodd. In the Eleventh Paper of his book, "Forty Years an Advertising Agent," Mr. Rowell in writing of the dissolution of this partnership tells of the induction of Mr. Barber into that advertising agency. He says:

"As we grew more busy I remembered a handsome boy I had known as a clerk in a New Hampshire postoffice, the son of a Methodist minister. I wrote to him, and he came to me, and proved just as competent as I had thought he would, and that means that he proved very competent indeed. When I changed my headquarters from Boston to New York Mr. Dodd desired this youth to stay with him. His parents were also unwilling to have him exposed to the temptations of so wicked a city as New York, so he remained in Boston, becoming in time a partner with Mr. Dodd, finally his successor, and at present is conducting a successful advertising agency of his own. He was long the secretary of the American Advertising Agents' Association, and is widely known and liked by advertising men and publishers. . . . I am speaking of J. Wesley Barber, advertising agent, still of Boston."

The American Association of Advertising Agencies counted Mr. Barber as one of its best and most valued workers. For many years he held various offices in the association. Of late, six years,

from 1917 to 1923, he was a member of its National Executive Committee. At the time of his death he was vice-chairman of the New England Council of the Association. In 1920 at a luncheon given in honor of Mr. Barber by the Pilgrim Publicity Association of Boston, James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, in speaking in behalf of the association, paid special tribute to Mr. Barber. Mr.



JOHN WESLEY BARBER

O'Shaughnessy, after referring to Mr. Barber as the "dean of advertising men," said:

"When a man serves advertising all these years as Mr. Barber has, and has gained the personal esteem of every man in the business in this country, he has blended into that business a greater degree of strength and soundness than anyone else. He has done more than any other man to build up the national spirit. Mr. Barber was always safe and sound because he stood on the fundamentals of honesty and sound morals. He is known over this country as the man who stands highest in advertising."

Mr. Barber was a Mason and Shriner. He is survived by his son, Harold F. Barber, who is in charge of the agency, and one daughter, Mrs. Herbert H. Walley.

DURING the month of May, we printed 546,000 copies of MOVIE WEEKLY and the distribution of this magazine was effected through the same channels by which every other Macfadden Publication reaches the public.

Such popularity must be deserved, as Newell-Emmett and Company might say, because a magazine that goes to the public week after week, month after month, must have achieved popular acceptance.

Indeed, MOVIE WEEKLY is the most successful magazine in its field, judged by its total monthly circulation, for no other magazine devoted to the subject of motion pictures had the total circulation of MOVIE WEEKLY during the month just passed.

This week MOVIE WEEKLY is installing a new editor—Adele Whitely Fletcher.

David Arnold Balch, the former editor of MOVIE WEEKLY now goes forward in this organization to a bigger job.

Miss Fletcher comes to us from the MOTION PICTURE MAGAZINE. She brings to MOVIE WEEKLY the experience of four years, gained during her former connection; she brings to us a reputation for originality in magazine making which will mean a greatly increased circulation for MOVIE WEEKLY and further possibilities for its success.

MACFADDEN PUBLICATIONS, Inc.

Macfadden Building, New York City

THANKS—

TO the many imitators of Cosmopolitan, because imitation is the sincerest form of flattery.

Many women's publications have recognized the value of good fiction as a circulation builder and are following Cosmopolitan's lead. Several general and class magazines have imitated the special features, the personality articles and page editorials, and now others are following Cosmopolitan's lead by running service pages designed to help the reader and enhance the space of the advertiser.

So we say "Thanks!" and suggest that editors, circulation managers and advertising managers continue to follow Cosmopolitan because our own past performance makes it necessary to set a faster pace than ever.

Cosmopolitan^{25¢}

The Proof of a Magazine is in the Reading

Is a Prize Contest for Consumers Good Business?

When the Manufacturer Is After Specific Help from the Contestant It Is One Story; If It Is Merely a Publicity Stunt the Value Is Doubtful

By Amos Bradbury

CONSUMER contests now rage like a fever. The column conductors of many newspapers have had a great time poking fun at them. The woods are full of all sorts and conditions of prize contests—almost everybody has entered one or more. A time will come when the idea will wane, for contests, like locusts, seem to come in waves at stated periods and then as suddenly disappear.

The reason for the popularity of the contest is easy to see. The man who uses advertising to put over a proposition wants a quick actual demonstration of its power. He wants mail bags full of letters from consumers. He wants what the radio announcers so quaintly call "our vast unseen audience" to become visible in the form of thousands of votes or coupons or filled-in blanks. There is a great temptation to think that 50,000 letters in reply to a prize suggestion mean a quick, assured, national success.

Let me draw a distinction right now. I believe there are three classes of consumer contests, one of which is good, one which may be good, and the other which is, to say the least, not so good. In the first case the manufacturer knows that consumers using his goods have discovered things about them he should know. Having bought what the manufacturer makes because they thought it a good article at a fair price, the consumers proceed to discover new ways of using it. The manufacturer who offers prizes for new recipes, new uses or testimonials of use and criticism of service or product, is making the contest a definite part of his merchandising policy. He is using the consumer contest merely as a quicker way of making an investigation among his

customers to see how his goods are pleasing them and what they have discovered about his product which will be of benefit to other consumers.

THE APPEAL OF NEW NAME OR SLOGAN CONTESTS

The second class of consumer prize contest is that designed to secure a new name or slogan. Many of these contests have been successful in arousing widespread interest in a new product. In many cases a name or slogan has been obtained which has later become valuable by being made part of a definite and consistent advertising and merchandising policy. In other cases the name or slogan finally secured was not nearly so good as it might have been if other means had been used to discover it. You remember the old Sterling Gum contest which at a cost of \$20,000 in prizes, and many thousands more in space, produced 314,000 slogans of which the winner was "The gum the sun brought out." The writer of this gem secured a prize of \$1,000 and the 7,000 winners of minor prizes brought the total prize cost up to \$20,000.

Compare this slogan with that of Johnson & Johnson. As described in *PRINTERS' INK* for April 24, this slogan "Your Druggist is More Than a Merchant. Try the Drug Store First" came as the result of slow and logical evolution based upon a definite sales policy. Other successful slogans have come out of selling talks in the organization vernacular, or as a result of a new talking point built into the product. Some of them may have been selected as the result of a conference of clever men sitting around a table in deep thought or from hundreds of thousands of answers

to an exciting prize contest, but I can't think of any such.

Like slogans, names of products usually grow slowly and are the final results of consistency, courage and the time element in advertising. Clever names for items sold over the drug, grocery and hardware counters have, from time to time, been evolved from a big prize contest among consumers. Some of them have lasted, others have later been dropped. Consider the case of Daylo, for example.

It will be remembered that the American Eveready Works offered \$3,000 for a better name than Eveready Flashlight. Great publicity was secured.

During the years the prize-winning name was retained the company spent hundreds of thousands of dollars advertising it. In January, 1921, the name quietly disappeared. The explanation given at the time was that a new line of spotlights to be brought out made the other name useless. Thus Daylo passed out of the picture.

I presume some names of products have been discovered in this way that are of great permanent value. But such a contest has dangers in addition to the possibility of getting a name which is later discarded. It may seem fine as a means of forestalling a competitor, but it is sometimes like shooting a hypodermic into a tired horse. It is artificial stimulation for a product sold from the retailers' shelves. It has been known to over-stock the dealer and leave him holding the bag, at the end of the hectic contest, for goods which have suddenly become tired out and rest on his shelves.

I don't suppose we can blame the contest idea entirely for this and similar results, but many a manufacturer says "never again" when the idea of a consumer contest for a new name or slogan is suggested. Yet some of them have been successful, perhaps, in slightly less number than the prize contest for new uses or recipes, in which class of contests the real successes are numerous.

Then we have the last class, where the contest through the device of votes or having wrappers or parts of the container used as coupons or votes, is designed to stimulate sales quickly to secure free publicity in the press, and to act generally as a stunt sales drive or advertising device. In my opinion, backed by that of many contestants in such contests, these are seldom successful in the long run. True, they may greatly stimulate sales temporarily, but the result in many cases has been to make thousands of consumers dissatisfied and only a few happy.

Ten or twelve years ago there were held many contests where a big company gave away ponies to those girls and boys who gathered or received the greatest number of wrappers from loaves of baker's bread. The final presentations were staged in great halls where thousands of children and their parents congregated to applaud the winners, pet the ponies, and presumably continue to buy, after the contest, the same sort of bread. The company most noted for these contests used to say at the time that the contests were successful in increasing the number of loaves of bread used, and that the children were *good losers*, not being put out or jealous because they were not the fortunate ones who received ponies. Nevertheless, I haven't seen the company run this sort of contest lately and I doubt if the contests were permanently successful in building sales on a sound foundation.

The children, too, were better losers than most grown-ups seem to be, or else the "contest angel" hadn't been discovered then. The "contest angel," by the way, is the individual who, in the last few days of a contest, buys enough merchandise to give his candidate sufficient votes to win, and it should be said that the "contest angel" has often made many consumer-contestants disgruntled over the vote contest.

The House of Happiness contest recently conducted in New York by a prominent candy company offers a most convenient

FROM THE DATA BOOK OF HARPER'S BAZAR



EXCLUSIVE CONTRIBUTORS

4—MARY MacKINNON

WHETHER at Palm Beach or in New York or Newport, Mary MacKinnon has a distinct flair for portraying the smart women of society and the stage. And many of these women have graciously consented to pose for Mary MacKinnon and for Harper's Bazar in the costumes they themselves particularly favor. Harper's Bazar is the only magazine to which Mary McKinnon contributes.

Harper's Bazar

2/- IN LONDON

50c

6fr. IN PARIS

example. You remember it. A goodly amount of paid advertising stimulated quick sales so that the buyers could cast votes for their favorite candidates for an expensive house, which was the prize to the winner. The "Happiness Boys" who do broadcasting of music which is supposed to be indirect advertising for the candy, also helped along the contest by announcing weekly the number of votes for the leading contestants. Excitement waxed high and sales increased by leaps and bounds. Then when the contest was over much publicity in the press announced the fact that Patrolman Oscar C. Hettler of the New York Traffic Squad had won the contest with a total of 2,300,000 votes. Papers announced the fact of a great traffic jam as Wall Street millionaires ordered their chauffeurs to halt at Grand and Lafayette Streets while they shook the hand of the man who had suddenly become famous. The publicity which is always part of such a contest was presumably as pleasing to the candy company as it was to the popular patrolman. That is, it was until one or two papers told the story of the "angel."

It has been said that "happiness, like a sunbeam, is intercepted by a shadow." The shadow for other contestants in this case was, according to the newspaper account, Dr. John A. Harriss, wealthy deputy police commissioner. As the article said: "Dr. Harriss was asked last night if he had stepped in at the last minute, when Hettler's chances looked about as fat as those of the royalists in Russia, with 500,000 votes, approximately the plurality by which Hettler won. The genial commissioner blushed. He tried to deny it, but when assured that the facts were known he withdrew his denial and said: 'Charity isn't the right word to use, but for want of the right one, which I can't think of, I'll say that I never had so much fun out of any charity. We were helping him right along.'" The newspaper account further stated that the commissioner was giving the candy he bought to get the

votes to charity, that the 2,000 persons in Welfare Island had already received one ton as their share, and that orphan asylums were getting some. "When Dr. Harriss said that he was saving out half a ton of candy for distribution during the summer when some need arose, an idea of how deeply he went into the wholesale candy market was given."

Now there is nothing wrong about a wealthy man buying all the candy or popcorn or bread or what not to help a friend win a prize contest, but it doesn't always make such a hit with the general public. As one prominent business man, who was not a contestant, wrote to PRINTERS' INK: "Does this sort of thing pay when you get a crop of discontented customers? Thousands of friends of contestants have fought, bled and died in the hope of winning and along comes a plutocrat who buys out the contest. It is said these contests pay the advertiser. Is it only a temporary jubilee? May not the taste in the mouth which remains, be apt to remind one of the cold gray dawn of the morning after?"

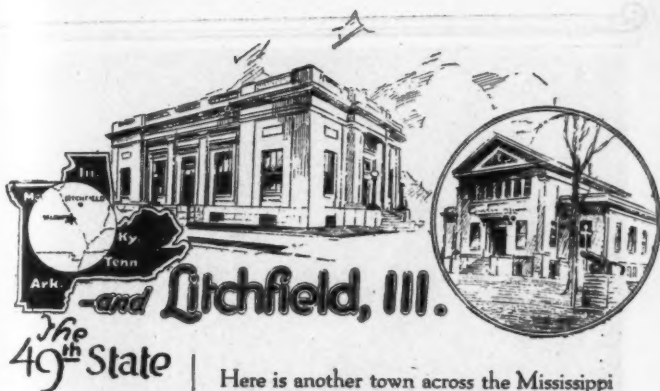
TIME TELLS

Time alone will tell whether this contest and similar ones pay in permanent profits and goodwill. The advertiser is unable to foresee just what his final publicity will be, as is shown in this case. He is also unable to foretell accurately whether the goodwill of the patrolman and his friends is going to outweigh the possible hard feelings of thousands of other contestants not blessed with an "angel."

The winner of any such contest is happy as a pussy cat in the presence of cream. The others are not so happy and many people, like the police commissioner, must have sufficient merchandise on hand to keep them out of the market for some time to come.

Whether the prize contest for consumers is good business or not so good depends upon what kind of a contest it is and how it is handled.

The manufacturer of kitchen



—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4¼ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

St. Louis
the City with
\$87,000,000
to spend on
Municipal
Improvements

Here is another town across the Mississippi River from St. Louis which feels the influence of **THE GLOBE-DEMOCRAT**.

Litchfield manufactures shoes, radiators, foundry products. It is a rail center, reached by five steam lines and one interurban system.

With bank deposits of \$2,105,264, Litchfield's 6215 people constitute a considerable market, not only for St. Louis merchants, but for these local firms:

26 Grocery Stores	4 Drug Stores
10 Auto Dealers and Garages	2 Shoe Stores
2 Building Material Dealers	2 Jewelers
4 Hardware Stores	7 Dry Goods Stores
7 Men's Furnishing Stores	4 Stationers
3 Furniture Stores	5 Confectioners

The Globe-Democrat is read by Litchfield's representative people. Globe-Democrat advertising influences their buying habits.

Circulation in Litchfield:
Daily—416; Sunday—728

Globe-Democrat

St. Louis' Largest Daily

We could not be satisfied unless we gave St. Louis her BEST Newspaper

F. St. J. Richards, - - New York J. R. Scolaro, - - - - - Detroit
Guy S. Osborn, - - - - - Chicago C. Geo. Krogness, - - San Francisco
Dorland Agency, Ltd., - - - - - London



What Are They Ta

The Anecdotes of 20 Years Ago?—O The

"DID you hear about Agnes Brown? They say that—" "There goes that Johnson man. I hear he—" "It was a beautiful funeral. She looked so natural."

This sort of talk is the prerogative of the settled age, when life swings into routine ways. Vivid experiences are mostly done with, enthusiasms are waning.

Are these the ideal prospects for your product?

Or—

PHOTOPLAMA

Predominant with the 8 to 2

JAMES R. QUIRK Publis

C. W. FULL Advertis

221 West 57th Street New York

750 N. Michigan Avenue, Chicago



ne Talking About?

—*The Joy of Living and Having?*

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WILL you talk to Youth, enthusiastic?—Youth that comes to life and all the good things it holds, eager, responsive, ready to pass on the good word about the good product.

Youth, ready to learn, willing to spend, is the market for the alert advertiser. He uses Photoplay to cover this market because Photoplay is the outstanding national medium to reach the adventurers in possession.

AMAGAZINE

with the 18 to 30 Age Group

QUIR Publisher

Full Advertising Manager

127 Federal Street, Boston

127 Federal Street, Boston

cabinets who offers prizes for the best kitchens planned by consumers, the varnish maker who has a contest to discover new uses, is obviously working along different lines from the maker of face cream who offers a Hudson sedan for the girl with the most freckles, votes being the wrapper around each bottle. The manufacturer considering any kind of a contest should also keep a few don'ts in mind. The contest shouldn't hog the whole sales and advertising appropriation. No man is selling contests. He is in business to sell underwear or bathroom fixtures or shingles over a long period of years. Some contests so take up the attention of a whole organization that practically all other work is temporarily suspended. Another thought is, don't start a contest merely as a curiosity and publicity stunt. If a man wants to find out a definite thing from the buyers and users of his product for the benefit of all of them, he has an excuse for a carefully planned contest. No matter what sort the contest is, don't make it too complicated.

The simpler the form, the less correspondence and bother. Make the thing the consumer is to do easy so that he spends only a two-cent stamp, instead of much money and energy. Don't start a contest without thinking out in advance all possible contingencies and without getting the latest rulings of the Post Office Department.

To sum it up, the consumers' prize contest may fairly be compared to dynamite. It is very useful in blasting a way into the mine of the buyers' consciousness to discover the gems of new uses and helpful advice. But like dynamite the consumer prize contest cannot be recommended as a pretty and harmless toy.

Directs Sales of Rees Automobile Accessories

Roy S. Harvey, vice-president of the Rees Manufacturing Company, Pittsburgh, is directing the sales activities of that company, manufacturer of automobile accessories.

Business Librarians to Meet

The Special Libraries Association will hold its fifteenth annual convention at Saratoga Springs, N. Y., from June 30 to July 6. The meeting will be attended by librarians from several hundred business concerns and commercial organizations. In addition to general sessions which will be held jointly with the American Library Association, there will be group meetings of financial librarians and others representing technical, civic, insurance, commercial-industrial and similar special interests. The object of these meetings will be to assist firms contemplating organizing a department of information by giving them a basis on which to build a library.

Marketing will be the subject of the commercial-industrial group. Lists covering indispensable books, magazines, statistical services and other sources of information will be given on the following topics: Marketing Analysis and Statistics; Wholesaling; Retailing; Advertising; Sales Management; Prices; Transportation and Foreign Trade.

I. A. Berndt with Cigar Machinery Company

Irving A. Berndt has been appointed director of sales of the Miller, DuBrul and Peters Manufacturing Company, Cincinnati, manufacturer of cigar, cigarette, and tobacco machinery. Mr. Berndt has been identified with sales and advertising for a number of years. For some time before going to Cincinnati he served as counsel to many large companies, having his offices at New York. For a number of years previous to this he was vice-president and director of sales of C. E. Knoepfel and Company, Inc., consulting engineers, also of New York.

Business-Paper Campaign for Liquid Mixer

Business papers are being used in a campaign which the Mixing Equipment Company, New York, is conducting on its portable electric mixer for liquids. This campaign is being directed by the F. J. Low Company, Inc., New York advertising agency.

Olive Growers Adopt "Sun-Ripe" as Trade-Mark

"Sun-Ripe" has been adopted as a trade-mark under which the California Olive Growers, Inc., Fresno, will market its canned olive products. The association plans to pack "Sun-Ripe" olives in cans of five-ounce to gallon capacities.

C. A. Rose Joins "Current History"

Charles A. Rose, formerly with *Scribner's Magazine*, New York, and Doubleday Page & Company, Garden City, N. Y., has joined the New York advertising staff of *Current History*.

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Specialization

FUNCTIONING through
our agency members,
we specialize in fitting
the medium of Outdoor
Advertising to each ad-
vertiser's real need.

We recommend painted
displays, posters, electric
signs—any or all—with
the client's interest as the
sole consideration.



NATIONAL OUTDOOR ADVERTISING BUREAU

Incorporated

Fifth Avenue and Broadway
at Twenty-Fifth Street
NEW YORK

1627 Lytton Building, State Street
at Jackson Boulevard
CHICAGO

National Outdoor

Fifth Avenue and Broadway
at Twenty-Fifth Street - New York



THE brilliant electrical displays at the night centers of the big cities. The high-spot, de luxe, illuminated, painted bulletins at points of greatest day and night circulation. The universal 24 sheet poster—everywhere.

The painted wall in the neighborhood.

The point of purchase on, right on the store.

The painted road bulletin for those who ride or drive.

—All these are at the advertiser's disposal through any Bu

Advertising Bureau

1627 Lytton Building State Street
at Jackson Boulevard Chicago



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any Butler

A BOUT 200 of the leading agencies, through their organization, the National Outdoor Advertising Bureau, are equipped to render this highly specialized service. The advertiser, through his own advertising agency, can secure unbiased advice and a complete service in all of the different forms of Outdoor Advertising, everywhere.

NATIONAL OUTDOOR
ADVERTISING BUREAU

Incorporated

Fifth Avenue and Broadway
at Twenty-Fifth Street
NEW YORK

1627 Lytton Building, State Street
at Jackson Boulevard
CHICAGO

Newspaper Code of Ethics Adopted as Aid to Business

Pledge to Eliminate Abuses and Promote Truth Taken by Association of Newspaper Advertising Executives

THE Association of Newspaper Advertising Executives, in convention at Columbus, Ohio, last week, adopted a code of ethics with the purpose of putting newspaper advertising on a still higher plane and making it more of a force in American business than is the case even now.

The need for such a declaration of principle was brought out by A. B. McFaul, of the St. Paul *Pioneer Press & Dispatch*, who made a speech preparing the way for the reading of the code. Mr. McFaul contended that newspapers are falling short of their real opportunities as business builders because, among other things, they do not have a high enough personal estimate of the importance of their function and give attention to relatively small details rather than the vital elements of merchandising.

"The big thing we newspaper men need to impress on the retailer right now," he said, "is that he shall treat his public fairly. The super-sale, as conducted by a certain grade of retail store, is really a fake sale. As such it is a heavy load on business and should be done away with. It is our duty and privilege to see that this is accomplished.

"We hear a lot these days about the things some people say are wrong with advertising. Advertising cannot function unless the business back of it is right. There are many trends these days that show something is radically wrong, entirely apart from advertising. A certain Minneapolis concern, for example, sold 300 men's suits in one month by house-to-house canvassing. This instance, which is only one of many, proves plainly enough that there is something wrong with the retail store. What is it? What we shall have to do is to find this out and then earn

the right to go to the heads of great businesses and confer with them as to ways and means of getting properly in line so newspaper advertising can do its work for them.

"This means that we shall have to give the advertiser real service—a very much overworked term but a vital one, just the same. What is service? It is not a proposition of meddling around trying to tell the retailer how to trim his windows. He knows, or ought to know, more about that than we ever will. It is not a matter of performing errand-boy services for him of the kind asked by many advertisers. The kind of service I refer to is that which will cause us to know business in its fundamentals and to be able to extend vital help to the retailer to the end that he shall keep right with his trade. To do this we not only have to know business but we must be guided and controlled by certain principles."

THE CODE OF ETHICS

The principles referred to by Mr. McFaul are contained in the code of ethics which was adopted without a dissenting vote. Here it is:

"*Preamble:* We hold that a strong and independent press is one of the greatest influences for good in the moral, educational and commercial progress of human kind; and we hold further that advertising, based on sound and honest business principles, is the ally, not the enemy, of the public. Believing that it is to the interest of publishers and advertisers alike, and especially of the public whom both serve, that the obligations of newspapers and advertisers to each other, and to the people, should be clearly and openly stated, we, the members of the Association of Newspaper Executives, pledge ourselves to

the observance of the code of practice here given, for the joint purposes of guaranteeing the continued freedom of the press from any domination whatsoever, and of strengthening the hands of reputable advertisers in their honorable pursuit of trade.

"First: Since Truth in Advertising has been recognized from the beginning as an essential in honest merchandising, every co-operation should be continued with the Associated Advertising Clubs of the World to the end that no advertisement be accepted for publication if it is misleading, fraudulent or harmful.

"Second: Complete co-operation with all other departments of the National Advertising Commission of the A. A. C. of W. should continue in order that organized advertising may have greater power to prevent and control abuses which tend to bring the whole or any part thereof into disrepute.

"Third: We believe that every newspaper may be a successful and economical advertising medium when properly used. Complete co-operation should exist between all newspaper advertising departments and references to competing newspapers, when necessary, should be truthful statements subject to verification from reliable sources. Derogatory references regarding the personnel, policies or advertising value of contemporary newspapers, should be avoided to the end that all forms of destructive and unfair competition may be eliminated and the standards of newspaper advertising constantly raised higher.

"Fourth: Circulation statements and statements of advertising lineage should be truthful statements of fact subject to verification by authorized organizations or the newspaper responsible for the statement.

"Fifth: The advertising agency is an established institution which has assisted in the development of advertising, and should be supported because of its service to business. Commissions to advertising agencies should be allowed

on national advertising when recommended by properly constituted authority, and if in accordance with the established policy of the newspaper, but the recognition of the agency should be restricted to the organizations functioning as bona fide agencies capable of rendering complete and adequate advertising service.

"Sixth: The published rate card should carry every rate that any advertiser can earn. Every contract should be subject to the scrutiny of any interested person.

"Seventh: Since every page and every column in a newspaper has its value to the advertiser, all advertising rates should be based upon run-of-paper service.

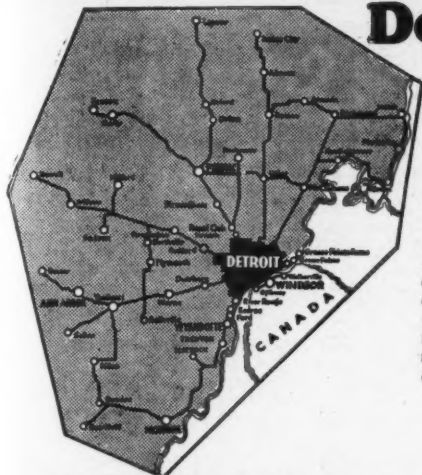
"Eighth: Business is honorable, and advertising, its voice, needs no apology. No advertisement should be published in the guise of news or editorial matter and all advertising should be clearly designated as such by borders, type or similar device.

"Ninth: Advertising, being a service which is exchanged for a definite rate per line or per inch, has nothing in common with the news or editorial columns of the newspaper. Matter designated as news which comes to the advertising department should be referred to the editorial department for use or rejection by that department on the basis of its news value.

"Tenth: Merchandising service having a recognized place in the creation of national advertising, the Standard of Merchandising Practice for Newspapers adopted by this association in 1920 and endorsed in general convention by the A. A. C. of W. in 1922, should be the basis for all such service."

How much and what kind of service should the newspaper render to its advertisers? This question, dealt with in the code of ethics, was brought out in several of the addresses and discussions at the convention. It was generally agreed that certain advertisers have become altogether too exacting and ambitious as to the details of the co-operation they ex-

A one paper field of true economy— Detroit



80% of the Sunday circulation and 92% of the weekday circulation of The Detroit News is concentrated in this area.

THE maximum in advertising economy is represented by the Detroit market, for here is America's fourth city coverable by one newspaper. A feat not comparable elsewhere for a city of Detroit's size.

With a circulation of more than 290,000 Sundays and 285,000 week days—the largest in Michigan—concentrated in the local trading area, The News reaches practically every English speaking home in the Detroit field, obviating the necessity for the use of any other medium.

It is for this reason that The News was selected during 1923 as the ideal newspaper for testing the value of many national products, and that is the reason why The News was chosen to carry exclusively during last year more than 250 prominent national accounts.

It is for that reason also that The News was first in display advertising in America during 1923.

Detroit is the perfect testing ground for advertising campaigns, where great population, wealth, wages and Detroit News coverage combine to make an ideal and economical advertising campaign.

The Detroit News

News Square

Detroit, Mich.

Greatest Circulation Daily and Sunday in Michigan

pect from local newspapers in merchandising service, so-called. The feeling was expressed in this resolution:

Whereas, the abuse of merchandise service departments of daily newspapers has become a menace, constantly growing in proportions; and,

Whereas, this association believes that a firm stand against this abuse should be taken by all daily newspapers; therefore, be it

Resolved, That the Association of Newspaper Advertising Executives in convention desires to commend those newspapers which are showing leadership by adhering to the standards of practice of merchandising service heretofore adopted by this Association and which are declining to render ridiculous and uneconomic so-called co-operation; be it further

Resolved, That this Association urges all newspapers to stand firmly for the standards of practice and to exert every effort to discourage these unethical and unreasonable requests for co-operation that do not come within the scope of our standards of practice.

In addition to declaring itself on service, the convention considered practical ways and means of extending it. Carl P. Slane, publisher of the Peoria, Ill., *Journal-Transcript*, advanced the interesting suggestion that the cost of co-operating with the advertiser should be figured into the rate and that too much help given in this way really amounts to a cut rate for the advertising. The newspaper, he insisted, cannot be expected actually to sell the goods. Likewise it should decline to print news notices or to make physical distribution of the manufacturer's advertising helps to the retailer.

"What I mean by too much help," explained Mr. Slane, "is illustrated by the experience of one Texas newspaper which actually put up 100 window trims for an advertiser. Acting in accordance with the contract submitted by the advertiser the newspaper sent out crews in automobiles to get the window display matter into place by a certain time. And then there is the case of a washing machine manufacturer who asked a Cincinnati newspaper to call up on the telephone 1,500 people and ask them to go to certain retail stores and see the machine. This kind of service, of which a great

number of instances could be named, should not be undertaken by the newspaper except for pay, at least on the basis of what it costs. I believe though that the newspaper should not accept a commission from a manufacturer other than that of placing actual advertising."

Similar thoughts were brought out by William A. Thomson, director of the bureau of advertising, of the American Newspaper Publishers Association and W. F. Johns, advertising manager of the *Minneapolis Journal*. Mr. Johns advocated the non-cancellable contract as a method of protecting the newspaper and dealers when merchandise is sold upon the promise of advertising. A manufacturer, seeking to introduce his merchandise into retail stores of the Minneapolis district used, among other arguments, the fact that his plans contemplated an advertising campaign in the *Minneapolis Journal*. The selling effort went over in good shape, and advertising was placed and everybody was happy. After a few insertions however, the agency cancelled the advertising because of some differences as to position. The newspaper telegraphed the manufacturer and the agency that if the advertising were not immediately reinstated it would notify all the retailers regarding the cancellation and tell the reasons. It previously had written the dealers, upon the advertiser's request, telling them that the advertising would be run over a certain period. The manufacturer responded at once, saying the schedule would be reinstated and the agency instructed to carry out the contract to the letter.

"Perhaps this was an impulsive thing to do," said Mr. Johns. "It is possible we might not have taken such seemingly arbitrary action had we thought the matter over for a few days and then written instead of telegraphed. Just the same we think we were discharging our duty not only to ourselves but to the dealers who in stocking the goods no doubt

(Continued on page 152)

Speaking of Coverage—

The Chicago Evening
American has more
**CITY AND
SUBURBAN
CIRCULATION**
than the second
evening newspaper
has **TOTAL
CIRCULATION.**

CHICAGO  AMERICAN
EVENING

A Good Newspaper

Merchandising



THE AUDIT BUREAU OF CIRCULATIONS which investigates, analyzes, and collates facts about periodicals and newspapers published by members of the Bureau, has co-operated with them in defining the area which shall be known as "City," and also as "Suburban" or the trading territory. These areas have been shaded on the above map.

All but nine of the 287 cities in

the United States having populations of 25,000 and over have one or more newspapers which are members of the A.B.C. In these nine cities the trading area has been outlined in accordance with the custom of the papers in these cities. These cities are Bangor, Me.; Newport, R. I.; Norwich, Conn.; Hazelton, Johnstown, and York, Pa.; Steubenville, Ohio; Stockton, Cal.; and Bellingham, Wash.

McCALL STREET—If the 2,000,000 families in which McCall's Magazine is read all lived on a single street—a home every 25 feet—the houses would line both sides of a street stretching from Boston to San Diego. This is McCall Street.

Population of McCall Street.....	8,400,000
Estimated Wealth	\$42,000,000,000
Annual Income	6,000,000,000
Value of Homes Owned.....	5,000,000,000
Cash in Savings Banks.....	1,600,000,000
Annual Expenditures for Foodstuffs.....	1,500,000,000
Clothing Expenditures	650,000,000
Spent for New Homes in 1924.....	500,000,000
Spent for automobiles in 1924.....	350,000,000
Gas, Oil, Tires and Supplies.....	320,000,000



Over 2,000,000
Copies a Month

© 1921, The McCall Co.

McCALL'S

in the Big Cities on McCall Street

**68.8% of the Circulation of McCall's Magazine
is concentrated in the Trading Areas
of the 287* cities of 25,000
population and over**

**According to 1920 census. In 1924, the number of cities of 25,000 and over is estimated at 315—in which 75.2% of McCall's Circulation is concentrated.*

MCCALL STREET is the main street of the 287 largest cities in the United States. Within the trading areas of these 287 cities—as they are defined by the Audit Bureau of Circulations—lives 65% of the population of the country.

68.8% of the circulation of McCall's Magazine is concentrated in these cities and their trading areas. The advertising coverage of McCall's is intensified in this big city market.

If you wish to increase the sale of your goods in New York, Chicago or Boston; in Philadelphia, Kansas City, Dallas, Bangor, Los Angeles, or the other centers of population, you can reach them directly through McCall's Magazine. Your advertising effort is applied without waste into these areas of intensified purchasing power, where the circulation of McCall's is strong.

If you seek true national

distribution, the merchandising influence of McCall's Magazine — radiating out from these 287 cities—reaches into every worth-while section of the country. 80% of McCall's readers live in the area where 80% of all nationally advertised goods are sold, and where freight rates, wealth per capita, and density of population make the real national market.

The people who live on McCall Street have an income of six billion dollars a year.

The 2,000,000 prosperous families who read the magazine are in the habit of coming to McCall's for advice and help in their daily problems. They write over 500,000 letters a year to the editors of the various McCall Departments.

You can reach this McCall market — representing one-sixth of the entire opportunity for sales—only through McCall's Magazine.

THE MCCALL COMPANY, 232-250 West 37th Street, New York City
Chicago San Francisco Boston Atlanta Toronto

MAGAZINE

A rich, year-'round market for general merchandise

THE farmer of Oklahoma is not only a customer for automobiles, farm machinery, building materials, clothing, kitchen cabinets, bath tubs, electric light equipment, radios, and hundreds of conveniences and luxuries that once were supposed to be the prerogatives of the city dweller, but **HE IS A STEADY BUYER.**

The United States Department of Agriculture made a survey recently which shows that in no one month does the farmer receive less than 6.1 per cent or more than 12.6 per cent of his total yearly income.

Last year the 191,988 farms in Oklahoma produced an expendable income of approximately \$207,000,000, or an average of \$1083 a farm. Of this the average farmer spends from \$65 to \$135 each month.

Due to Oklahoma's diversity of crops and longer harvest seasons, the farmers of this State buy more steadily, or evenly, through the year than is true in the majority of States. This has the effect of spreading manufacturers' sales over the year in a smooth, flowing schedule. This condition is advantageous in that it makes available to advertisers the added value of continuity in their sales campaigns in the Oklahoma market.

Oklahoma, then, offers the manufacturer or distributor a rich, year-'round market for general merchandise.

The Oklahoma Farmer-Stockman, the only farm paper in Oklahoma, goes into more than half the farm homes in the State and is the one medium that will help you to increase your sales in the Oklahoma market.

**THE OKLAHOMA
FARMER-STOCKMAN**
CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.

THE DAILY OKLAHOMAN-OKLAHOMA CITY TIMES

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Atlanta San Francisco

What Should Art and Typography Cost?

Should the Bill for Art and Typography Be Definitely in Proportion to Amount Spent for White Space?

By W. Livingston Larned

RECENTLY at a factory conference, at which the heads of the firm and the various managers of the advertising department were present this interesting question arose:

"Is there any way of finding out, scientifically, the justice of certain expenditures, considered relatively, as between the cost of producing art and typography and the cost of actually running the advertisement as a single unit or as a campaign?"

Some of the officials had made the "startling" discovery that art and typography bills approximated 10 per cent of the total advertising expenditure.

And it seemed most unreasonable to them.

Why should this cost be so high? Was there any legitimate reason for it, any precedent worth citing?

And, for the first time, the advertising department realized that, apparently, no definite, equitable adjustment of such proportionate costs had ever been mathematically found; no rules regulated it. Every advertiser worked out his own salvation.

If a certain page in a publication cost \$2,000 to run, including space and service charges, would it be wholly unreasonable to find that 10 per cent of the total expenditure approximated what must be expended for typography and art?

What was said during the conference mentioned above, when the art manager was allowed to have his say, would appear to answer the question to a very large extent:

"White space, regardless of what you pay for it or in what medium, is a thing of no tangible value when considered apart from

its embellishment, the message. It is just so much paper. The unseen service performed, in order to negotiate for this space and to attend to the actual handling, placing, etc., of the advertisement, are factors which, while important, are of no interest to the people to whom the message is addressed.

"The big thing, the vital thing, the only thing which really counts, is the message itself. By any number of practical demonstrations, right here in our own institution, we have further found, as the next step, that the quality of the message determines the volume of results and the value to us of the white space used. In other words, a page at \$2,000 has often been a losing or indifferent venture when the message was unwisely handled.

NO LIMIT ON VALUATION

"We, the advertiser, have it within our own power to place a valuation on the white space and the service back of it. There is really no limit as to what valuation can be thus established through our own efforts. We are the final arbiters. During the early part of the year a page in a certain trade journal was taken by us. The cost of the page in question was moderate. An illustration was hastily prepared by an inferior artist and copy written with as little conscientious effort, due to conditions over which we had no control at the time, and so far as we have been able to ascertain, we might just as well have run a blank sheet. The returns from that advertisement were down to zero.

"This failure was followed by a more ambitious effort. A painting was made for us by a na-

tionally known artist and reproduced in colors from the very finest plates we could secure. Special insert stock, of a heavier grade, was also employed. The text was written by one of the most famous and the most widely known and loved composers of light opera music. The painting cost far more than did the space in which it was used. Lumping the actual production costs, which includes a very special typographical set-up by a specialist in this line, the expense, up to this point, was far, far in excess of the cost of service and white space. In fact, I might say that the relative proportion was 30 per cent for the latter and 70 per cent for art, typography, copy and plates.

"This advertisement was run twice and will be used again. It made a deeper impression on the trade than anything used for a year and a half. We are even now hearing from it. Which can prove but one thing; namely, that the advertiser himself can make of white space what he will and arbitrarily regulate its worth to him and the extent to which it is a wise investment. What the painting and the plates cost, although it may seem excessive, has been, actually, a direct economy. It represents a saving.

"Every advertisement produced in my department is looked upon as a separate and individual problem. We weigh the character of the message and what the message is supposed to interpret to its audience. If the story is a rugged one, with little artistic atmosphere necessary, the art and typographical costs are relatively smaller. A five-dollar drawing, under circumstances which are sympathetic, might be quite good enough for a page which costs \$5,000. So much depends.

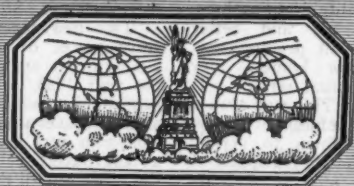
"To lay down a definite rule as to just how much should be expended, in proportion, for art and typography, would be a dangerous and a difficult procedure, calculated to handicap us. One of the most successful advertisers in the country today is a man who

has always sought ways and means of spending money on art and typography; not short cuts to economy in this direction. If ten dollars more or \$1,000 more will increase the beauty, the power, the dignity and the effectiveness of the page, he will cheerfully authorize it. He argues, and shrewdly enough, that this is 'good business.'

"Many of our special campaigns are set up, as are all typographical problems, by a man who has an affection for type. He literally loves his work. He does nothing else. And his charges are high. I have known him to set up the text for a certain display a dozen times before he would submit proofs. He was seeking an ideal. Anything commonplace or mediocre would not pass him for a moment. We do not look upon this as waste, although the firm must pay for his experiments. It is only by a system of study and experiment that he arrives at his beautiful and original results.

NOW FOR RESULTS

"This is what happens. The advertisement, when it finally appears, is the finest thing, typographically, in the publication in which it appears. The message is clarified by the methods employed. The eye is invited and encouraged to read. There is a desire to digest every word. The text is in complete sympathy with the illustration and with the borders and other accessories. It becomes an advertisement which a great many people commend. Of greater importance, it sells merchandise and we can trace definite results. Good things are always better than poor things in advertising. Would it have been wise, in this instance, to allow the publication to set up the type or to have it jammed through by someone who was not an artist in his line? That our advertising must be very fine, very artistic, very beautiful, is conceded, because our advertising must suggest the quality of our product. It might be vastly different if we manufactured bolts and screws or



"The Most Readable Newspaper in this Country!"

"Nailed to the masthead of THE WORLD is the Pulitzer credo just as the founder set it down. As a newspaper man I rank Pulitzer far above Horace Greeley, and offer in support of my view the fact that Pulitzer never ran for President. He was a newspaper man, first, last and all the time. THE WORLD lives up to that tradition today. It attacks corrupt business just as readily as it challenges the Ku Klux Klan. It not only prints the news, but makes issues by dragging hidden facts into the light; it goes out and fights for what it conceives to be the public welfare. More than any other New York newspaper THE WORLD endeavors to present its news spiced with wit and to show a point of view. It is decidedly the most readable newspaper in this country."

—"American Journalism Today"
by Chester T. Crowell
in "The American Mercury" for June.



MALLERS BUILDING
CHICAGO

PULITZER BUILDING
NEW YORK

GENERAL MOTORS BUILDING
DETROIT

SECURITIES BUILDING
SEATTLE, WASH.

CHANCERY BUILDING
SAN FRANCISCO, CAL.

TITLE INSURANCE BUILDING
LOS ANGELES, CAL.

spark plugs, or disc harrows—although the modern trend is to create quality atmosphere, through better art and better typography, for all products, regardless of how homely they may be or the actual service performed by them. This was always a fallacy, the belief that it is necessary to play down to certain products, because they happen to serve a homely purpose and are not inherently artistic, as pictures, in their own right.

"Just how much should be spent on a single advertisement or an entire campaign for art and typography is not to be measured nor regulated by the yardstick of the counting room. Such matters must be left to men who are responsible for the success of the advertising. To surround them by walls of limitation as to expenditure would be to discourage the earnest desire to better advertising in a physical sense.

NO VALUES CAN BE PLACED UPON IDEALS

"Some things in life can't be actually measured and reduced to cold figures. The desired effect, objective, atmosphere, or result, should be the sole arbiter of the situation.

"An advertiser recently sent a painter abroad to copy a well-known canvas in a foreign salon. Nearly a month was required. Then there were the expenses to be paid. Even the color plates were made abroad and duty paid on them. But the final result justified this unusual expenditure. A definite, desired ideal was accomplished. Do you think that the advertising department should be made to count pennies under such conditions? I was told that the production of picture and text for that advertisement cost 50 per cent more than the space in the three publications used.

"No average, no proportionate costs, can be arrived at as between the amount expended for art and typography and for white space and service, because of the perfectly obvious fact that the intrinsic value of the message, in

its physical phases, regulates to a considerable extent, the value of the space.

"Two newspaper campaigns, of forty pieces of illustrated copy, were run by an advertiser during the year 1923. The amounts expended, for both, were identical, and the spaces used the same. One campaign was as near to failure as any advertiser will ever come; the other did all that was expected of it and of its predecessor. The trouble with the first series was a physical one. The illustrations were crude and the typography worse. The advertising, as a whole, gave an entirely wrong impression of the product. It was unattractive advertising.

"In the second series, very fine dry-brush illustrations were secured, and the typography was made an artistic study. Much of the headline material was hand-lettered in the modern spirit. No thought was given to costs during the production of the second series. The cry was: 'Produce a fine campaign.'

"I was told that art and typography costs were about 14 per cent. But it was not too heavy in view of what was achieved, and the text was final and convincing, because, as I have said spaces and mediums were the same as when the original campaign was run.

"No price, within reason, is too high to pay for quality, originality and distinctiveness in the physical dress of an advertisement. These are elements which contribute to the success of the investment as a whole.

"Too often we find the parallel of some advertiser paying \$10,000 for a piece of property, only to erect on it a ten-dollar shanty."

Hal Mackey Fink Dead

Hal Mackey Fink, advertising manager of the *New York World*, died at that city on June 10 at the age of forty-seven. He began newspaper work on the Latrobe, Pa., *Advance* of which his father was publisher. Mr. Fink was at one time with the *New York Mail*, and later was advertising manager of the *New York Herald*. He joined the *World* in 1919 becoming advertising manager the following year.

YOU get more for your money
In The American Weekly Magazine.

That's interesting!

You get more *from* your money
In The American Weekly Magazine!

That's important!

You get 4,500,000 circulation
For seven dollars a line!

That's remarkable!

It's the world's greatest
Advertising buy!

That's why!



The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the
following Sunday Newspapers:

New York—American
Boston—Advertiser
Washington—Herald
Atlanta—American
Syracuse—American
Rochester—American
Detroit—Times

Chicago—Herald and Examiner
Milwaukee—Telegram
Seattle—Post-Intelligencer
San Francisco—Examiner
Los Angeles—Examiner
Fort Worth—Record
Baltimore—American

"If you want to see the color of their money—use 'color'." A.J.K.

A \$13,000,000 Opportunity for 12 manufacturers of food products

Just across the line, in a territory closer to New York and Chicago than many states of the Union, there is \$13,000,000 worth of business in the packaged food products line among the subscribers to one paper alone—The Toronto Globe.

If you are interested we can give you the total annual consumption in Ontario of the 12 lines listed on the opposite page.

Just now we're interested in showing you that an expenditure of \$2,000 for a 10,000 line contract in The Globe will secure for you a big share of this business, big enough to tempt you across the border, even if you used The Globe exclusively and forgot about the rest of Ontario.

The Globe with circulation in every county of the Province and reaching more than 90,000 solid, well-to-do families, enables you to skim the cream of the Ontario market with one concentrated expenditure.

No need to scatter your appropriation. The Globe reaches the really worth while prospects in almost every town in Ontario, excepting only three or four large cities. If you haven't A. B. C. figures to substantiate this statement, ask us for them.

The figures quoted here are not guesses. They are based on Dominion Government statistics. They represent a real opportunity. If you decide to seize this opportunity *The Retail Merchants' Globe*, reaching 7,000 merchants throughout Ontario every month, will assist you in getting distribution. This is an additional service offered by no other paper in Eastern Canada.

**\$13,000,000 SPENT ANNUALLY
BY GLOBE READERS
ON PACKAGED FOOD PRODUCTS**

Sugar	\$3,814,400
Biscuits and Confectionery	3,067,200
Flour	1,814,400
Tea	1,490,400
Breakfast Foods	1,046,400
Coffee	583,200
Canned Fruits	561,600
Jams and Jellies	475,200
Condensed Milk	367,200
Cocoa	280,800
Pickles, Relishes and Sauces	251,200
Chewing Gum	172,800

Enter Canada Through Ontario
Enter Ontario Through The Globe

The Globe.

TORONTO

CANADA

Represented in the United States by
LORENZEN & THOMPSON, INC.

New York - Chicago - San Francisco - Los Angeles

F. E. PAYSON, in Vancouver, B. C.

T. R. CLOUGHER, in London, Eng.

J. P. McBRIDE, Hamilton, Ontario

Jury Chosen to Make Harvard Advertising Awards

A JURY of nine to determine the winners of the Harvard Advertising Awards, founded last fall by Edward W. Bok, has been determined upon by the Harvard Business School, administrator of the awards.

The Harvard Advertising Awards, it will be recalled, as reported in PRINTERS' INK of September 20, 1923, fall into three types: First, a gold medal will be given to the individual who is considered by the Jury of Award to have done most to raise the standards of advertising through acts performed or brought to a culmination during the year. Second, three prizes of \$1,500 each will be given for the national campaign most conspicuous for the excellence of its planning and execution, for the best local campaign, and for the most noteworthy advertising research of the year. Third, there will be four prizes of \$1,000 each for the advertisement most effective in its use of English, for the advertisement most effectively accomplishing its purpose in a few words, for the advertisement most effective in its use of typography, and for the advertisement most effective in its use of pictorial illustration in any form.

The nine men appointed by Wallace B. Donham, Dean of the Harvard Business School are: Stanley Resor, president of the J. Walter Thompson Company, advertising agency, New York, and president of the American Association of Advertising Agencies; Condé Nast, president of the Nast Publications, *Vanity Fair*, *House & Garden* and *Vogue*; P. L. Thomson, publicity manager of the Western Electric Company and president of the Association of National Advertisers; Bruce Barton, president of Barton, Durstine & Osborn, advertising agency, New York; Harry Dwight Smith, president, Fuller & Smith, advertising agency, Cleveland; H.

K. McCann, president, The H. K. McCann Company, advertising agency, New York; E. W. Parsons, advertising director of the *Chicago Tribune*; O. C. Harn, advertising manager, National Lead Company, New York, and president of the Audit Bureau of Circulations; Dr. Melvin T. Copeland, Professor of Marketing, Harvard Business School, and Dr. Daniel Starch, Associate Professor of Business Psychology, Harvard Business School.

JURY SEEKS CANDIDATES

The jury is asking for nominations for the award which provides that "a gold medal be given to the individual who is considered to have done most to raise the standards of advertising through acts performed or brought to a culmination during the year." With its request for nominations the jury makes the following statements:

When this award was conceived as one of the group of awards founded by Edward W. Bok in September, 1923, it was the belief of the founder and of the Harvard Business School that such recognition of individuals who are striving to raise advertising to a higher plane would draw attention and interest to one of the most vital problems of advertising.

The work of Better Business Bureaus, of Vigilance Committees, of courageous publishers, of upright advertisers, zealous of the character of their advertisements, has been necessary to prevent the drawing of disrepute upon the great force of advertising because of the misuse of that force by a certain few. And as advertising has come to be relied upon because it has been made honest and dependable, so its influence has grown.

Surely, according to the founder, recognition is due to the man who has done outstanding service in raising the plane of advertising practice, be he publisher, advertiser, or one who is devoting his life to the profession of advertising.

This award for outstanding service is not one for which suitable candidates would deign to present their own cases. It is the duty, rather, of the Jury of Award to single out the individual who is most deserving. Accordingly, the Jury is desirous of receiving letters or manuscripts calling to its attention men who have done unusual work in promoting the welfare of advertising.

Announcements of the Jury of Award will be made about January 1, 1925.

1924

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Colorgraphic Advertising PACKAGE INSERTS



Colorgraphic

PACKAGE INSERTS

Mean maximum efficient circulation.

Help sell NEW products and slow movers.

Suggest new uses.

Insure effective distribution of sales literature.

Secure requests for samples.

Build mailing lists.

Minimize substitution.

Make repeat customers.

Billions of Packages

of 20 Mule Team Borax are used yearly. The Pacific Coast Borax Co. took advantage of this tremendous sale in introducing two new products, by inserting in each package the above Colorgraphic Insert.

"Colorgraphic Advertising Pays"

AMERICAN LITHOGRAPHIC CO.

BALTIMORE
BOSTON
BUFFALO

NEW YORK

CHICAGO

CLEVELAND

KANSAS CITY
PHILADELPHIA
ST. LOUIS

Colorgraph

REG. U. S. PAT. OFF.



Royal's first order

for Colorgraphic Transparencies called for trial lot to be used for their domestic trade. Have since reordered substantial requirements for domestic trade, as well as additional lots in nine foreign languages for use abroad.

AMERICAN
BALTIMORE
BOSTON

BUFFALO
CHICAGO

"Colorgraphic Advertising"

LITHRA
NEW YORK

Transparencies

COLORGRAPHIC TRANSPARENCIES are window signs especially made to permanently adhere to glass, and perfected by our 25 years of manufacturing experience



Brilliant, Fast Colors—inks scientifically made in our own laboratories.

Faithful reproduction of faces and trade figures by lithographic experts.

Most Transparent Sign—only transparent paper and inks used.

Easiest to apply—simply wet glass—ask for Demonstration Test.

Hardest to remove—paper chemically treated and especially seasoned.

Packed in especially constructed ventilated containers for convenient storage and handling.

Prompt deliveries—made in our Buffalo Plant, specializing in the manufacture of transparencies for a quarter of a century.

The first transparency made in the U. S. A.
—and the best sign of its kind today—
“Colorgraphic” Transparencies.

Advertising Pays”

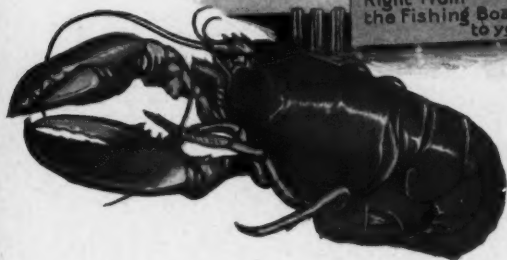
COLORGRAPHIC COMPANY
NEW YORK CLEVELAND PHILADELPHIA
KANSAS CITY ST. LOUIS

Colorgraphic Advertising REG. U.S. PAT. OFF. DIRECT-BY-MAIL

Colorgraphic

DIRECT-BY-MAIL Advertising

Stocks new dealers.
Speeds up turnover.
Strengthens weak sales
spots.
Reduces sales resistance.
Secures dealer endorse-
ment.
Gets dealer good-will.
Minimizes substitution.
Creates consumer de-
mand.
Produces direct orders.



Can Fish be Sold by Mail?

Read what R. W. Freeman, Advertising Manager, Frank E. Davis Fish Co., says:

“The part that Colorgraphic Advertising has played in helping us to solve this problem is an important one. Beginning with a small experiment seven years ago (which experiment demonstrated conclusively the value of this form of advertising) we have steadily increased our use of this material until today very nearly all of our direct mail matter is ‘Colorgraphic.’”

“Colorgraphic Advertising Pays”

AMERICAN LITHOGRAPHIC CO.

BALTIMORE
BOSTON
BUFFALO

NEW YORK
CHICAGO

KANSAS CITY
PHILADELPHIA
CLEVELAND
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"Take the Mystery Out of Business!"

A Discussion of the Reasons Why Industries, Like Steel, for Example, in This Day of Discontent and Unrest, Must Court Public Opinion

By George M. Verity

President, The American Rolling Mill Co.

[EDITORIAL NOTE: The publication of an article "If Mr. Schwab Asked Me," by Amos Stote, in *PRINTERS' INK* of May 22, has brought response from leaders in the steel industry.

There is unanimity of agreement with Mr. Stote's contention that the steel industry, to its own detriment, has failed to explain itself through educational advertising to the public.

Below there follows a letter from George M. Verity, president of one of the most important companies in the steel industry, the American Rolling Mill Co. And after Mr. Verity's letter is given a portion of the article which he refers to and which was written by him for *The Iron Trade Review*.

Mr. Schwab has replied by letter to the suggestions made by Mr. Stote. A genuine acknowledgment of help is evident in Mr. Schwab's reply. His letter will be found on the next page.]

THE AMERICAN ROLLING MILL CO.

MIDDLETOWN, OHIO, JUNE 5, 1924.

Editor of *PRINTERS' INK*:

I have read Amos Stote's article in *PRINTERS' INK* of May 22, entitled, "If Mr. Schwab Asked Me," with a great deal of interest, and I heartily agree with the main thought you have so fully conveyed.

There is no question that it would be tremendously helpful if the public were more thoroughly informed as to the relation of the steel business to national prosperity—of its many complex problems, of what its prosperity or adversity means to all the people, and as to what is necessary to make it legitimately prosperous. This same thought would apply to every other industry in the nation equally as well.

There seems to be a well-informed feeling among the masses that big business and even profitable business of any kind is in some way or other detrimental to the average individual.

The average citizen is woefully uninformed as to the economic, human, social, and financial problems incident to the successful conduct of any business. They need much of education and much of a visualization of the relation each factor in society has to the other.

I am enclosing a copy of an article which I wrote at the request of the editor of the *Iron Trade Review* some months ago, entitled, "Steel Industry Most Needs."

You will note what I said concerning public psychology and the need for greater information on the matters which you discuss.

If you can help sell this thought to the Bethlehem Steel Company or to any large public interest, you will be doing a very great work.

THE AMERICAN ROLLING MILL CO.

GEORGE M. VERITY,
President.

A COMPANY with which I am familiar has a program affecting their men which they term, "Taking the Mystery out of Business." In actual practice they inform their men on just as many of the problems of their business and of general business conditions and on all the things affecting their mutual interest as time and strength will permit. There is a very substantial understanding in that organization.

The great and crying need of big business today, whether it be in the line of commerce, finance or industry, is to "Take the Mystery out of Business" so far as the public is concerned.

If the public were fully informed concerning the economic laws governing business and of the outstanding problems of each great industry or business, criticism would in many cases be turned into sympathy and unfriendliness into helpfulness.

We, ourselves, (the steel industry), must understand that no business can ultimately succeed without the confidence and sympathy of those it is organized to serve, and in some degree even those it does not directly serve. If confidence and sympathy are desired, they must first be deserved but even if deserved they cannot be secured without much of understanding.

As far as the iron and steel business is concerned it would certainly be benefited if the public more fully understood:

The hazards and cost of production and all the principal ele-

ments and factors that make for success or failure.

The proportionate cost of raw materials, of selling, and of advertising.

The production scrap losses, the commercial losses, the cost of replacements and maintenance, and of all kinds of insurance.

The proportion of every dollar received that is paid out in compensation for labor (all human effort).

The amount and percentage on investment of compensation paid to capital.

The amount that in each five-year period should be reserved as surplus to cover needed development and unexpected losses.

The time, effort, and money expended for safety programs, and in providing incentives through bonus schemes and plans for advancement.

The great progress made in things affecting human life, human happiness, and opportunity for advancement, and the very satisfactory relations that exist in many places.

The fact that the American accomplishment of large scale production taken as a whole, has in actual practice proved to be a larger factor in securing higher standards of living.

If the public in general were informed as to the time and effort expended to accomplish and make progress in all these things, sympathetic co-operation and

greater national stability would be the inevitable, ultimate result.

The intricate and complex problems of the steel business necessarily have developed a class of hard working, extremely practical, serious-minded men, who have had all too little time to study the psychology of the public

mind as compared to men in some other lines of human effort who have come more closely in contact with the consuming public.

While the iron and steel institute, representing almost the entire industry as it does, is well fitted to do this great and needed work, it would certainly make for progress if it would create a department of public psychology and publicity, which, having all the facts, would present them in a manner that could be understood; and, through the clearness, frankness, and completeness of its statements, would create that measure of understanding of the problems, policies, and accomplishments of the steel industry that would make for sympathetic co-operation.

Of this we can be certain that

the moral and economic forces of the world must be equally recognized in all human planning if disaster is to be averted and progress assured. There are all too many who insist that the laws of economics govern all business, irrespective of moral or

CHARLES M. SCHWAB

25 BROADWAY

NEW YORK, June 10, 1924.

DEAR MR. STOTE:

I was delighted to read your article in *PRINTERS' INK* for May 22, on the subject of "selling" steel to the public. In your various suggestions you have made a real contribution to the business, which will be helpful not only to me and the officers of the Bethlehem Steel Corporation, but to everyone concerned with making and selling steel and its products.

The fact that "steel has been looked upon as the hard-hearted overlord" shows that we need in the steel business such suggestions as yours, which are made from an outside point of view. Being in the steel business and knowing other men in the same business who are far from hard-hearted, it is naturally difficult for us to realize that the general public does not look upon us as a whole as we look upon each other as individuals.

I think the article will go a long way toward putting new ideas into our heads. There are certain operating and selling conditions which must be taken into consideration in telling the story of steel. I only hope that in the near future we will be able to take some steps to carry to the public consciousness thoughts and ideas which will lead to a substitution of your phrase "fine as steel," for the old saying, "hard as steel."

The formation of such a program would be a big job. It would require just as much thought and work as we have in the past put into our efforts to make steel as fine as we would like people to know it is.

CHARLES M. SCHWAB.

Eastern Pennsylvania

pours its phenomenal resources

and enormous demand into the Philadelphia Trading Area, the richest territory in the United States, thru splendid automobile highways, fast trolleys and excellent train service. The dominant medium in this great market is

THE NORTH AMERICAN PHILADELPHIA

85% of its circulation is delivered

to the most substantial homes in this prosperous section, yielding to advertisers the largest returns at the least cost. The dependence upon a single newspaper of this large army of readers, whose financial resources and standards of living are far above the average, is truly remarkable.

Its Character Creates Confidence

THE NORTH AMERICAN

PHILADELPHIA

New York
John B. Woodward
110 E. 42nd St.

Chicago
Woodward & Kelly
360 N. Michigan Av.

THE OLDEST DAILY
NEWSPAPER IN
AMERICA — 1771

Detroit
Woodward & Kelly
408 Fine Arts Bldg.

San Francisco
R. J. Bidwell Co.
742 Market St.

other issues. There are others who seem to be interested in moral issues only and who give no concern to the inexorableness of economic law.

Both are equally wrong. There is no morality worth the name among savages or bankrupts.

In this civilization the world cannot continue to exist and human life be either happy or prosperous unless the legitimate business of the world succeeds. There can be no such thing as material success unless the laws of economics are properly respected.

It is, however, so clear that it is past all argument, that an economic structure built on a foundation of moral instability is like building one's house on the sands of the seashore. On the other hand, moral stability can be assured and moral progress made only where the laws of economics are respected and sound business principles employed in all human affairs.

THE RESPONSIBILITIES OF STEEL

The iron and steel industry has reached such proportions that it cannot escape its larger responsibilities to the community at large. In spite of all its multitudinous worries and obligations, it must, along with every other great industry or undertaking, assume this additional responsibility if it is to secure and maintain that degree of confidence and respect of the public that will insure its ultimate and permanent success.

The honest contender for and defender of moral issues must be made to see things as they are, and, if real peace and progress are desired, must co-operate with those who are so largely responsible for our material welfare. However, the responsibility for better understanding of these things rests largely with the captains of commerce, finance, and industry, as they control that great, mysterious thing called business.

Steel has become a monumental business, it provides the framework not only for industry but for our present civilization. Its

history is replete with the lives of strong men. There has, however, been too much of isolated accomplishment among the gigantic institutions that have grown up in this field, and not enough of real constructive co-operation among the big men of the industry.

The whole civilized world is suffering from a lack of understanding and appreciation of what has been accomplished in this, the most humane age, that history records. In spite of the fact that individual opportunity and the possible returns for worth-while effort were never so great, the world is full of unrest and discontent.

The distinguished author of "The Road Away from Revolution" says that the radicalism of the day is directed toward capitalism. That is undoubtedly true, but it is not new. Since time was, the man who had not has been in a greater or less degree antagonistic toward the more frugal man who had.

We should, however, take courage from the fact that we are a nation of home-owners and property-holders, with large savings accounts, and that the man who owns a home or a small savings account is just as much interested in a system that protects him in that ownership as is the man of larger means.

It is, however, the task of every man, and of every interest, large or small, who does believe in property rights and in individual opportunity for advancement, to more clearly visualize to all the world the soundness of the so-called capitalistic system, which is nothing more or less than the right of individual possession of the fruits of one's labors.

It is truly a crucial time in world history. Who is better prepared to make a worth-while contribution toward a constructive solution than the big minds and great hearts that must be back of every big business venture?

There is no more forward-looking or patriotic group of men than those engaged in the manu-

MORNING PAPERS
THE

GET ACTION
SAME DAY

TIRES

—Must Follow
MOTORISTS

That's the reason the three biggest tire campaigns of the year are running in The Cincinnati Enquirer.

FIRESTONE - GOODYEAR - GOODRICH

are all using big units of space in The Enquirer—and direct results are being obtained. District managers are enthusiastic—especially on balloon tire business. It's bringing 'em customers.

The Cincinnati Enquirer reaches probably every motorist in the Cincinnati territory—for which 1,600 lines of advertising to motor car owners, The Enquirer pulled in 12,000 coupons on a motor book that sold for 25 cents.

Other tire accounts and many accessories are always represented in the Cincinnati market by The Cincinnati Enquirer, the dominant newspaper in the motor car field; 1924 tire advertising in The Enquirer is running 100% better than last year.

Put it on your schedule for Cincinnati
because it's FIRST in the motor field.

L. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

facture of iron and steel, but if we want to see the principles and ideals of this great liberty-loving America preserved and perpetuated in the interest of all, we must certainly make a greater contribution toward that end.

We can and should endeavor to create a great steel industry spirit just as we are constantly working for plant spirit in our individual organizations; and in all things that affect the foundations of the industry itself or the public good, we should think and act in a manner worthy of the great opportunities and responsibilities that are ours, and in a way that will command the public confidence.

Anti-Glare Legislation Provides Lens Copy

New laws frequently furnish news-flavored copy for advertisers. The passage by the Pennsylvania State Legislature of a bill permitting the use of only certain types of lenses in automobile headlights was recently capitalized on by the Macbeth-Evans Glass Company. The company's "Liberty Lenses" were featured in newspaper space in which the headline advised: "Protect yourself now against arrest later on." The copy stressed the enforcement provision of the law by State highway patrols, and the penalty provided for violation. The point made was that Liberty Lenses meet legal requirements in not throwing a glare.

New York Office for Procter & Collier

The Procter & Collier Company, Inc., Cincinnati advertising agency, will open an office at New York on July 1. William J. Moll, now with the organization, will become manager of the new office.

Canadian Campaign for Mazola

Mazola is being advertised in large space in Canada by The Canada Starch Co., Ltd., Montreal. The campaign is being directed by the Montreal office of Smith, Denne & Moore, Ltd., advertising agents.

Has Lenzo Company Account

The Lenzo Company, Philadelphia, maker of a liquid for cleaning eyeglasses, has placed its advertising account with the Harwood-Cahall Company, advertising agency of that city. Business papers and direct mail will be used.

Montreal to Honor St. Louis and Detroit Delegates

Arrangements are about completed for the reception of the St. Louis and Detroit delegations to the advertising convention at London by the Montreal Publicity Association. Both delegations are sailing from Montreal on the *S. S. Montcalm*.

Upon their arrival in Montreal the delegates will be welcomed by the following committee from the Montreal club: D. L. Weston, chairman; A. N. St. Marie, Charles N. Valiquette and L. W. O'Donnell. The Detroit contingent, led by Merritt J. Chapman, secretary-treasurer of the Detroit Advertising Club, will arrive on July 3. The members of this party will be entertained at several of the Montreal golf clubs.

On the following day, July 4, the St. Louis delegation will arrive, accompanied by H. W. Kiel, Mayor of St. Louis, and Mrs. Kiel. Fred E. Winsor, of the Statler Hotel, St. Louis, will have charge of arrangements.

The party will be escorted to the Mount Royal Hotel, where breakfast will be served. This will be attended by the Detroit delegates, the Mayor of Montreal, members of the Montreal Publicity Association, and officers of the Montreal Board of Trade and the Canadian Manufacturers Association. There will be a brief program of speeches and music, after which the delegates will leave to board the *S. S. Montcalm*.

H. M. Carroll with Campbell-Ewald

H. M. Carroll, for the last three years advertising manager of the Remy Electric Company, Anderson, Ind., has been appointed manager of the Dayton, Ohio, office of the Campbell-Ewald Company, Detroit advertising agency. Mr. Carroll was at one time in charge of advertising of the tractor and implement bearings division of the Hyatt Roller Bearing Company, Chicago.

Dallas Advertising League Elections

Beeman Fisher, advertising manager of the Texas Power & Light Company, was recently elected president of the Dallas, Tex., Advertising League.

Other officers elected were Knox Armstrong, first vice-president; Chas. B. Mills, second vice-president, and Hix Smith, secretary.

Albert J. Marks Dead

Albert J. Marks, vice-president in charge of the Philadelphia office of the Acorn Agency, Inc., New York, died at his home in Atlantic City on June 11. Mr. Marks was a director and one of the founders of the Acorn Agency, Inc., and was also advertising manager of the *Philadelphia Gazette*. He was forty-six years old.

The Retail Salesgirl Can Be Made More Efficient

MANUFACTURERS whose prod-
uct is sold through the retail
salesgirl will be interested in a plan
we have formulated to promote better
co-operation between his sales organi-
zation and the girls on the firing line.

This is not an advertising proposition,
nor should the expense be properly
charged against the advertising budget.
The plan will appeal to Sales Promo-
tion Departments.

Charles Francis Press

461 Eighth Avenue

Telephone Lackawanna 4300

Printing Crafts Building, New York

Madame Simone

Steps Behind the Counter

"In other words," said Madame Simone, "your face with its make-up is just your face at its best—not an imitation of a type that isn't yours at all."

Modes & Manners

In the June number the famous French actress tells how well groomed women of her country solve the problems of evening make-up during the daylight-saving months; of the careful attention they pay to smallest details; how they acquire serene confidence in their appearance at all times.

Madame Simone tells the secrets of beauty and incidentally sells cosmetics—for *Modes & Manners* has been scientifically designed to sell goods.

THE STANDARD CORPORATION PUBLISHERS

CHICAGO NEW YORK PARIS

PATRICK F. BUCKLEY, Advertising Manager
222 EAST SUPERIOR STREET, CHICAGO, ILLINOIS

ROBERT R. JOHNSTON, Eastern Advertising Manager
681 FIFTH AVENUE, NEW YORK, NEW YORK

Trade-Mark Service Is Looking Up

Promise Is Made That Registrations Soon May Be Completed within Thirty Days after Filing of Application

Special Washington Correspondence

ONE of the most interesting and significant examples of the results following the introduction of efficient business methods in Government is to be found in the Trade-Mark Division of the Patent Office. Last year, in his annual report on the activities of the division for 1922, the Patent Commissioner said that instead of being eight months behind in the registration of trade-marks, the division should complete such registration within thirty days; and in his report on the 1923 business of the division, he has this to say:

"Three years ago the office received 8,000 trade-mark applications annually; the last two years, 17,000 a year. The trade-mark search room has been reorganized, most of the force voluntarily working nights for four weeks to attain this end. The reorganization has effected an enormous saving in time in the making of 400 official searches each week, whereby the trade-mark division was brought four months nearer to date than before reorganization. The increased force provided on July 1 has permitted the work to be brought within seven weeks instead of eight months, and in a few weeks the work will be within thirty days. This reorganization has been of such benefit to the attorneys and the public in making their private searches that the American Patent Law Association passed special resolutions commending the work."

During the year there was installed in the trade-mark search room a classified file of trade-marks published but not yet registered. This is not only a great convenience to the public, but also a means of saving a great deal of time for the examiners, preventing confusion, and expediting registration.

This improvement in the service would not be so remarkable

if the business of the division had not increased out of all proportion to the increase of personnel. In 1919, only 4,208 certificates of registration of trade-marks were issued, and 666 for labels and prints. Last year, 14,845 trade-mark registration certificates were issued and 1,880 for prints and labels, and there was a total of 19,207 applications for registration. During this time, the personnel was increased from twenty-three to fifty-two, then reduced for several months to forty, and finally brought up to its present organization of fifty.

The applications of the first five months of this year promise the largest annual business in the history of the division. Last January there were 1,280 new applications handled, 1,400 old cases returned to the division for attention, or a total of 2,680 cases. There were 3,578 cases of both kinds handled during February; 3,263 during March; 3,604 during April, and 3,659 during May. New applications for trade-marks received for the five months totaled 7,740.

ANOTHER IMPROVEMENT MAKES WAY FOR LARGE VOLUME

Another improvement of the service has added to the volume of work handled, and has developed materially within the last eighteen months. It is the recording of the articles of incorporation of companies, so that their names may be available for trade-mark searchers. Started in 1914, this service aims to give protection to corporate names because of the fact that Section 5 of the Trade-Mark Act of 1905 provides:

"That no mark which consists merely in the name of an individual, firm, corporation or association not written, printed, impressed or woven in some particular or distinctive manner or in association with a portrait of the individual, . . . shall be regis-

tered under the terms of this Act."

Several court decisions have held that this section of the Trade-Mark Act prevents the trade-mark division from registering as a trade-mark the name of a corporation. However, it is considered that the recording of the articles of incorporation establish certain claims that materially strengthen a corporation's rights under the common law.

Eventually, it is hoped, the registration or recording of a corporate name in the trade-mark division will prevent its duplication by any other corporation or firm, although a recent decision of the District Court of Appeals held that the name was to be given only the legal consideration of a trade-mark. In this case, the National Cash Register Company against the National Paper Products Company, it was sought to establish a practice which would prevent duplication; but the court ruled that where the mark which was sought to be registered was part of the name of the applicant, as well as of the name of the corporation that had filed articles of incorporation, and the goods could not meet in competition, the practice should not prevail.

The question also was brought before the United States Supreme Court in the case of the American Steel Car Foundries Company against the Commissioner of Patents; but the case was thrown out because the Supreme Court did not consider that it had jurisdiction, the decision of the lower court not being final. The same company sued the Commissioner of Patents in the Circuit Court of Appeals to compel registration. The question of jurisdiction was raised, then referred to the Supreme Court, and Chief Justice Taft ruled that the court did have jurisdiction. Therefore the case is now in the Circuit Court of Appeals, and will probably go to the Supreme Court for final disposition.

If the outcome of this case is favorable, it will be the means, probably, of establishing the reg-

istration of corporate names by the trade-mark division as an invaluable protection to manufacturers and others. In the meantime, the division has accepted the recording of several thousand articles of incorporation, and will continue the practice indefinitely. The charge made for such record is one dollar for 300 words or less; two dollars if over 300 words and under 1,000 words; and one dollar for each additional 1,000 words or portion thereof.

So the trade-mark division has not only expedited a rapidly growing business, but is endeavoring to extend its service. And its remarkable record of progress during the last eighteen months may be summed up by the following information, given in response to an inquiry regarding the status of current business:

There are no appeals waiting to be answered. All renewal work is up to date. The recording of articles of incorporation is up to date. No applications for registration of marks have been in the office more than thirty days without proper action. And all applications for forwarding to the International Bureau at Havana are up to date.

Copy Material Precedes Campaign Schedule

The Quigley Furnace Specialties Company, Inc., New York, has made application for registration of its trade-mark, "Insulcrete," which it has used on a lightweight heat-insulating concrete since 1921. The company has recently made application for the registration of the trade names of several of its products.

Direct-mail and business-paper advertising are used, the copy being service records of the company's products. These service records, H. T. Matthew, publicity manager, informs PRINTERS' INK, are always secured before a campaign is planned, which makes easy a decision as to what publications are best for presentation of the story.

New Account for Moreland & Stuckenberg

Moreland & Stuckenberg, Cincinnati advertising agency, has been appointed to direct the advertising of The Wickham Model Homes Company, Cincinnati. Newspapers are being used in a campaign on a model home.

Subject—Do You Believe in the Advertising Agency System?**Gentlemen:**

We do. We believe in it whole-heartedly and completely. We believe it is economical. We believe that it is more advantageous to the advertiser and media than to the agencies themselves.

It is the only central, classifying, organizing, harmonizing clearing house for all kinds of advertising, advertising services and advertising materials.

It does not serve two masters. It serves only one master—Advertising. By being true to the high ideals of advertising it renders the best service to the advertiser, and thereby renders the most valuable and permanent service to media and to itself.

The fee system has completely proven its inadequacy and inefficiency. Such a system is destructive of broad organization, concentration, complete, accurate knowledge of marketing, and the harmonious cooperation of all units necessary to the handling of advertising as a whole.

The best proof that the Agency system is sound is that it has developed through the American Association of Advertising Agencies, constructive, efficient, cooperative forms of betterment for the advertising industry, and through it the betterment of all industries. It has aided in the elimination of uneconomic practices, which in times past were destructive of right motives, thorough understanding of costs and non-productive services. It has shown the way to acquire more valuable, usable, marketing data and has raised hundreds of trustworthy agency men and women trained in the new, better and more professional possibilities of this ever growing Advertising Agency Industry.

We take pride in the fact that we were active among those who originated the New York Advertising Agents' Association, which took the initiative in helping to start the Western, the Southern, the Philadelphia and the New England Advertising Agents' Association, all of which joined in forming the American Association of Advertising Agencies.

It will be considered a privilege to discuss marketing problems with national advertisers whom we are in a position to serve.

Yours very truly,

M.P. Gould Company

Advertising Agency.

Member of American Association of Advertising Agencies.

454 Fourth Ave., N. Y.

Individuality in Advertising

Advertisers should strive for individuality in their copy if they want their advertisements to have a distinguishing identity. Emphasis was placed upon this need for individuality in copy style by E. D. Gibbs, director of advertising and publicity of The National Cash Register Company, in a talk before the Dayton, Ohio, Advertising Club. He cautioned his audience not to confuse originality with the bizarre. Mr. Gibbs said:

"Advertising is being rapidly divested of the air of mystery which has surrounded it. No magician is required to produce good advertising. There is no trick about it. Common sense is better than brilliancy. Mere cleverness will not make the public buy. Better be commonplace than merely smart. Be original—be individual. Make your advertising distinguishable.

"The majority of prominently known advertisers have a style or makeup of their own. The advertisement of a Cadillac could have the name of the car deleted and you would still recognize it. Palmolive soap advertising would be known if the name were not mentioned. The house of John Wanamaker need not sign its name to its newspaper advertisements.

"Advertising should be as distinctively individual as men or women. William Jennings Bryan would never be mistaken for Calvin Coolidge nor Lydia Pinkham for Mary Pickford."

St. Louis "Star" Holdings of John C. Roberts Estate

An inventory of the estate of John C. Roberts, vice-president of the International Shoe Company, and president of the Star-Chronicle Publishing Company, owner of the St. Louis *Star*, who died April 27, lists property valued at \$1,243,503. The largest item consists of forty-five shares of preferred and 1,779 shares of common stock of the Star-Chronicle Publishing Company, which are valued at \$599,568, and bonds of the Star company listed at \$263,000.

H. B. Gregory Heads Fresno Advertising Club

Harry B. Gregory, business manager of the Fresno, Calif., *Republican*, has been elected president of the Fresno, Calif., Advertising Club.

Other officers are: Vice-president, Leroy Carroll; secretary, Herbert Cayford; treasurer, Arthur Bradford, and directors, J. U. Berry, Victor Wallace, Fillef Rue, Charles Adams and Gordon Blade.

Made General Manager, Tulsa "Tribune"

E. V. Willey, of the Tulsa, Okla., *Tribune*, has passed his title of general manager to W. B. Diamond. Mr. Diamond was formerly of Portland, Me.

Western Advertising Golfers' Association in Tourney

A. C. Perry won the low gross prize at the regular monthly tournament of the Western Advertising Golfers' Association at Chicago with a score of 126 for the twenty-seven holes played. A triple tie for the low net prize occurred between L. L. Northrup, Malcolm MacHarg and Guy H. Abbott. The latter won the draw to decide the prize.

Flight winners in the tournament were: first—L. L. Northrup; second—Malcolm MacHarg; third—R. Richardson; fourth—Guy H. Abbott; fifth—W. O. Coleman; sixth—Gray Sullivan; seventh—O. F. Ball; eighth—E. W. Ellis; ninth—Richard Wood; tenth—F. M. Orchard; eleventh—W. E. Cagney; twelfth—W. F. Kentnor; thirteenth—L. D. Sutherland; fourteenth—T. J. Morris, and fifteenth—P. V. Troup.

Pacent Electric Account for Foote & Morgan

The Pacent Electric Company, manufacturer of radio parts, New York, has appointed Foote & Morgan, Inc., of that city to direct its advertising.

The Kem-O-Zone Laboratories, Inc., New York, has also placed its account with this agency. A newspaper campaign in New York territory is to start at once.

Union Pacific Appoints R. B. Gray

R. B. Gray has been appointed advertising agent of the Union Pacific Railroad Company, with headquarters at Omaha, Nebr. For the last three years, he has been with the Illinois Central Railroad in a similar capacity. Mr. Gray was at one time advertising agent of the Union Pacific.

Joins Frank D. Jacobs

A. Lesley Gardner has become affiliated with the advertising service department of the Frank D. Jacobs Company, printing, Philadelphia. He was formerly advertising manager for the Mazer Acoustile Company, and also was at one time with the A. M. Collins Manufacturing Company, both of Philadelphia.

Portland "Telegram" for Lorenzen & Thompson

The Portland, Oreg., *Telegram* has appointed Lorenzen & Thompson, Inc., publishers' representative, New York, as its national advertising representative, effective July 1.

Has Remington Canadian Account

The Remington Typewriter Company, Ltd., of Canada, has placed its advertising account with Thornton Purkis, Toronto advertising agent. Canadian newspapers will be used.

An EXCELLENT product badly packaged is like good copy poorly dressed in type. Each is handicapped unfairly. **Q** Bundscho is just another term for fine typography.



J. M. BUNDSCHO, INC.
Advertising Typographers

58 E. WASHINGTON • 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

NOTE: Below we print our June Bulletin for which we have had literally thousands of requests because of its informative value. Leaders in the advertising business have declared that every advertising man in America should have a copy. In re-printing this Bulletin, as a public service, in *Printers' Ink* we are also seeking to give a very practical demonstration of the economy of advertising. It would cost us many times the cost of these two pages even for the postage necessary to carry this message to the 19,000 advertising men who read *Printers' Ink*. Thus is proved the value of advertising in *Printers' Ink* and it should be taken as a working example of the economics of advertising by every publisher or advertiser who has a wide-spread message to deliver. Wm. H. Rankin Co.

Sales and Advertising Service Bulletin

OUR May 17th Bulletin seems to have touched a very responsive cord—especially among those manufacturers who have heard so much about “*Presidential Year!*”

As stated in our last Bulletin, our investigations show that every Presidential year since 1896 has been better in a business and advertising way than the year preceding. And from reports we have received, 1924 will be no exception, and 1925 will be the best year in the last twenty-five for business and advertising.

A leading manufacturer in New York State writes:

“In our judgment, there is no reason whatever why general business throughout this country should be unfavorably affected by reason of the Presidential campaign, for there are no interests at stake vitally affecting general business, as was the case when the silver issue, or the free trade issue caused bankers and business men generally great concern.

“Our own business is in very healthy condition—sales for the first four months of this year being fully 35% above the same period of 1923, and our orders booked for future delivery in the fall are considerably in excess of last year. Buyers are conservative, but nevertheless, are ordering on a safe and sane basis, in anticipation of business next fall and winter.”

And another one writes:

“I want to congratulate you on your splendid bit of good business propaganda covered in your Service Bulletin of May 17. There are some very vicious reports circulating, es-

pecially in regard to the automotive industry, and anything that can be sent out squelching this propaganda is a real service to American business.

“I am going to pass this information along to our branch managers.”

A Chicago manufacturer writes:

“I am interested in your circular letter, dated May 17th, with reference to business conditions.

“You may be interested in knowing that the business of this Company for the four months ended April 20 is 17.6% ahead of the same period last year. April was 29.4% ahead of April, 1923.

“A good share of this increase is undoubtedly attributable to the cumulative effect of our many years of advertising.”

We actually find advertisers who have for years advertised week in and week out, 52 weeks a year, are doing a very substantial business this year and making satisfactory increases over 1923. Now is the time to select special cities and states and advertise in the newspapers to back up your magazine campaign.

Over two thousand newspapers received and many published our story, “NOW IS THE TIME TO ADVERTISE”—asking the newspaper men to urge the retailers to advertise and exert all their sales influence to sell more goods to the consumer. That is the kind of help manufacturers need most from newspapers, and the newspaper men are giving that kind of help right now as never before.

The Bonus and the Tax Bills are Laws. Business men, newspaper men

and advertisers can plan accordingly, and that will help business.

Mr. H. A. Groth, Head of our Trade and Research Department, has sent the following Bulletin to our customers:

What the
1923 TAX CUT WILL MEAN TO
EACH STATE
in the way of
ADDITIONAL BUYING POWER
for the month of
JUNE ALONE

(This is based on a TOTAL CUT of
\$232,000,000 this year)

STATE	ADDITIONAL BUYING POWER
Alabama.....	\$ 742,400
Arizona.....	139,200
Arkansas.....	510,400
California.....	11,252,000
Colorado.....	1,600,800
Connecticut.....	2,969,600
Delaware.....	371,200
District of Columbia...	1,809,600
Florida.....	835,200
Georgia.....	1,345,600
Hawaii.....	510,400
Idaho.....	116,000
Illinois.....	21,204,800
Indiana.....	3,503,200
Iowa.....	1,647,200
Kansas.....	3,016,000
Kentucky.....	1,484,800
Louisiana.....	1,508,000
Maine.....	1,484,800
Maryland.....	3,688,800
Massachusetts.....	15,265,600
Michigan.....	14,036,000
Minnesota.....	2,784,000
Mississippi.....	278,400
Missouri.....	5,660,800
Montana.....	255,200
Nebraska.....	904,800
Nevada.....	69,600
New Hampshire.....	556,800
New Jersey.....	9,651,200
New Mexico.....	92,800
New York.....	61,920,800
North Carolina.....	2,737,600
North Dakota.....	139,200
Ohio.....	11,832,000
Oklahoma.....	1,090,400
Oregon.....	1,206,400
Pennsylvania.....	25,752,000

STATE	ADDITIONAL BUYING POWER
Rhode Island.....	\$2,876,800
South Carolina.....	510,400
South Dakota.....	116,000
Tennessee.....	1,484,800
Texas.....	3,781,600
Utah.....	301,600
Vermont.....	324,800
Virginia.....	1,716,800
Washington.....	1,508,000
West Virginia.....	1,948,800
Wisconsin.....	3,271,200
Wyoming.....	185,600

Making a total of—\$232,000,000

This distribution by states is based on
Statistics of Income for 1921.

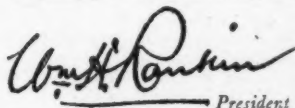
This means immediate additional buying power, and I would suggest that you give these figures to your sales and advertising departments so they may secure their share of this saving in Taxes in June!

Now is the time to plan your advertising campaign for the coming twelve months, and to make sure that your copy, your merchandising, and your sales work are tuned to the spirit of the time.

Write me, please, anything that may be helpful in producing more sales, and if you have not received a copy of our article—"NOW IS THE TIME TO ADVERTISE" let us know, and we will mail you a copy at once.

When salesmen read Bulletins like these, it encourages them to work harder and make more calls per day—it also helps advertising men.

Sincerely yours for Better Business,




President

WM. H. RANKIN COMPANY
1 West 37th Street, New York City—
180 No. Wabash Ave., Chicago, Ill.—
Peoples Savings Bank Building, At-
ron, Ohio—Bankers Trust Building,
Philadelphia, Pa.—132 Front Street,
W., Toronto, Can.—Imperial House,
London, England.

Selling Bonds across the Retail Counter

GIVE a fake stock promoter a good retail store location and an advertising appropriation, and he will soon unload a large block of stock. These same tools, plus another, the time payment plan, which the fake promoter of course disdains, are at the disposal of the reputable seller of stocks and bonds.



**Why women like to buy at
"The Store for Bonds"**

Good Bonds
from
\$100 up—
Partial payments
if you prefer

AMONG the thousands of Clevelanders who have eagerly accepted "The Store for Bonds" we are particularly indebted to the women folk of the city, who form a greater portion of our clientele. Women particularly appreciate the informality and privacy of "The Store for Bonds." Here may be found a woman's understanding counsel with a seasoned background of investment experience. Won't you drop in and visit "The Store for Bonds"? It is something new and you will find it an altogether delightful place to invest.

The UNION TRUST Co.
Store for Bonds
915 Euclid
Resources 270 Millions

EXPLAINING THE CONVENIENCE OF THE
"BOND STORE IN NEWSPAPER COPY"

The largest bank in Cleveland, the Union Trust Company, is using all three tools. That company is out to prove that, if bonds can be made as readily available to prospective customers as are say, teas and neckties, then the selling job is no harder than that of, say, grocers or haberdashers.

A separate street-level "store for bonds" has been opened at 915 Euclid Avenue in Cleveland by the Union Trust Company. It has been advertised and is being advertised.

"Good bonds. \$100 up. Partial payments if you prefer. There is

no pomp or ceremony. A convenient way to invest. The Store for Bonds of the Union Trust Company gives the term 'Investor' an entirely new meaning. Too many folks hesitate to invest because they feel that only the 'big fellow' invests. But the 'Store for Bonds' of the Union Trust has a special appeal to every man and woman regardless of means."

These are phrases taken from various advertisements designed to attract trade to the new store. They are attracting all sorts and conditions of men.

The plan is working.

The fake stock salesman proved that.

It is tapping a new market—those who have hitherto been unacquainted with bonds. In doing this the plan not only proves profitable for the Union Trust Company, but also takes on a really altruistic aspect. It is safeguarding capital for legitimate industry that, nine times out of ten, would be dissipated by a swindler who would get by with two of the same tools used by the Union Trust Company.

A. W. Crawford, Secretary, Farnsworth & Brown

Andrew W. Crawford has been elected secretary of Farnsworth & Brown, Inc., New York advertising agency. For two years he was with the Curtis Publishing Company, in the New England territory. Mr. Crawford also was assistant sales manager of the H. H. Robertson Company, Pittsburgh, Pa., and at one time was in charge of the sales promotion and advertising department of the Clinton Wire Cloth Company, Boston, Mass.

Texas Press Association to Hear Emmet Finley

The Texas Press Association will hold its annual meeting at Amarillo on June 19. Emmet Finley, secretary and general manager of the American Press Association, publishers' representative, New York, will speak on "Foreign Advertising" at this meeting.

Has Dorr Company Account

The Dorr Company, Inc., New York, chemical engineers, sewage disposal systems, metal salvaging systems, etc., has placed its advertising account with Foote & Morgan, Inc., advertising agency of that city. Business papers will be used.



Memorandum from Mr. Long

TO MR. DAVIDSON

June 9th, 1924.

Dear Bob:

We've just given the final once-over to the "dummy" of the August issue of Hearst's International - Norman Hapgood, Will Bradley, Ida Verdon and myself - and I'm rising to remark that it's a magazine.

There's the best of that quality of thoughtful and thought-provoking material which Norman Hapgood has built in as foundation, and in addition there's a heart-warming lot of fine entertainment; or, as a couple of rough characters like you and myself would express it, a great big lot of plus stuff.

I'll bet my favorite riding breeches - and they're by Tantz, of London, who won't tailor for you unless you are properly introduced - that we'll more than double our circulation again in the next two years. Norman alone doubled it in the last two, and he and we are hitting on more cylinders now than we ever did before.

Cordially,

RAY LONG



A WINN TEA

Ray Long

Editor-in-Chief of the International Magazine Company, whose capacity for work is as amazing as his unfailing selection of light features and fiction that endure in public favor.

Under Norman Hapgood's brilliant editorship *Hearst's International Magazine* has doubled its circulation in two years. It is the only aggressive liberal magazine of large circulation. Next to *Cosmopolitan*, it has a greater circulation than any other 35 cent magazine.

AS EDITOR-IN-CHIEF OF THE INTERNATIONAL MAGAZINE, OF COURSE, CONTINUES THE ACTIVE EDITORIAL

WINNING TEAM

Norman Hapgood



Editor of *Hearst's International*, who knows more than anyone else about the serious side of a magazine and has the keenest eye in the world for an important topic.

Now watch the upward swing in circulation beginning with the August number. With that issue Ray Long will begin to give *Hearst's International* that rare editorial direction in fiction and light features that put *Cosmopolitan* way ahead of all the high-priced magazines.

AT THE MAGAZINE COMPANY, MR. LONG ALSO,
VE EDITORIAL DIRECTION OF COSMOPOLITAN

The Automotive Industry APPROVES Its New Business Paper

The advertising section of MoToR for July—the first issue as the “*Automotive Business Paper*”—carries the announcements of one hundred and three leading firms in the industry.

This is a distinct tribute to the publishers of MoToR; a clear-cut expression of the industry's faith in the new editorial policy and our ability to carry it out.

We present MoToR for July, knowing full well that its constructive editorials and attractive appearance are in keeping with the finest traditions of MoToR and we promise that each succeeding issue will show that measure of improvement which is ever the result of honest effort and a complete knowledge of the problems in hand.

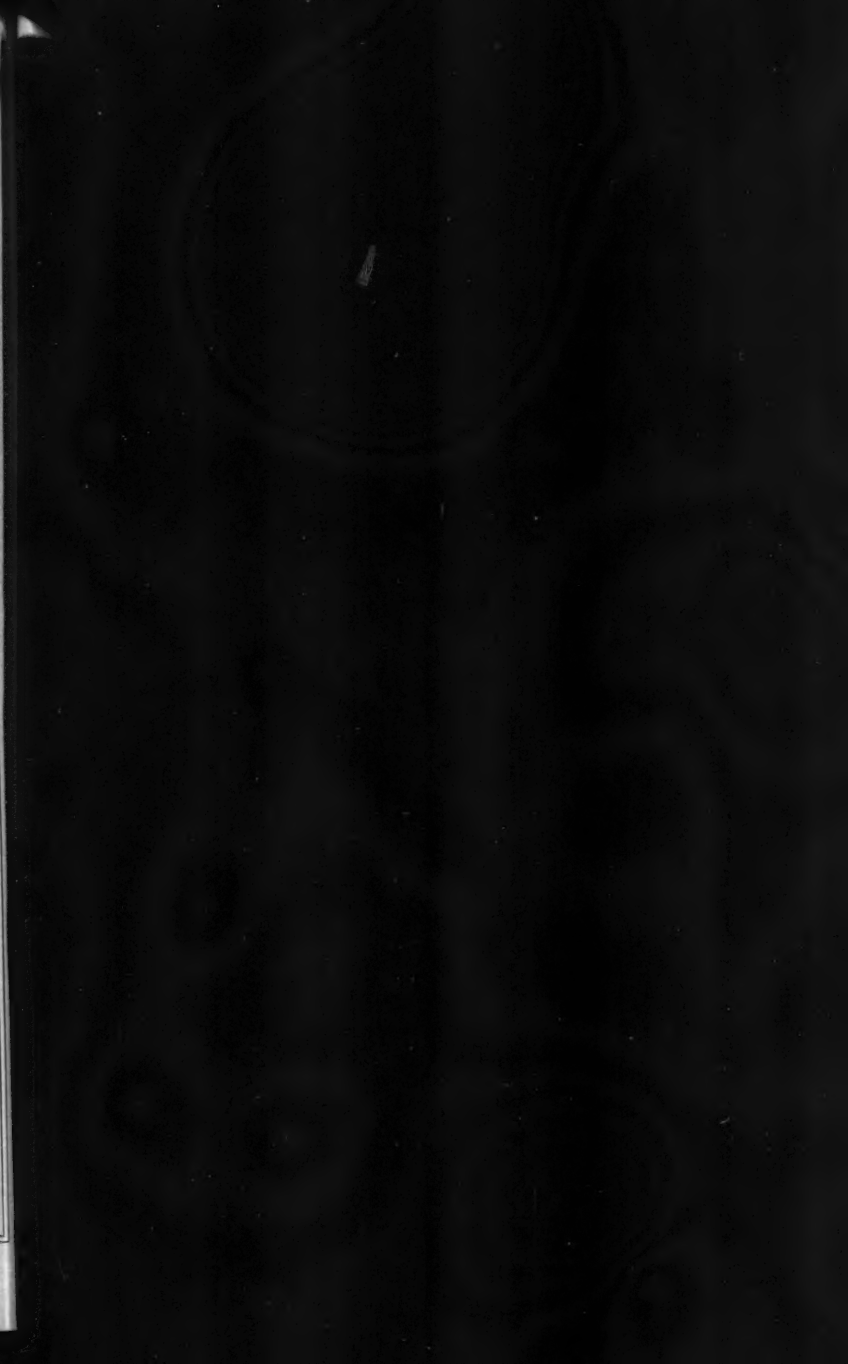
MOTOR

E. H. McHUGH : Business Manager

119 West 40th Street : New York

Hearst Building : Chicago

Kresge Building : Detroit



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Education to Aid Outdoor Advertising

Barney Link Fellowship Providing for Research Work on Beautifying Outdoor Advertising Is Established at University of Wisconsin

By Francis Hanks

THE poster advertising industry has turned to an educational institution for aid in solving some of its problems. A plan has recently been formed whereby the University of Wisconsin will conduct experiments looking toward the betterment of outdoor advertising throughout the entire nation.

It came about in this way. The Poster Advertising Association, and the Wisconsin Poster Advertising Association have made available a research fund of \$3,500 to be used toward better outdoor advertising. This fund is called the Barney Link Fellowship fund, and the University of Wisconsin has lately approved and accepted it as one of its research problems.

The fellowship has been named in honor of Barney Link as a recognition of his many contributions to the poster advertising business. Mr. Link, who died in 1917, and whose Christian name was "Bernard," but which he never used, was president of the Poster Advertising Association, of the Van Beuren and New York Bill Posting Company; and of the Poster Advertising Company, Inc.

The research work is to be carried on under the direction of the College of Agriculture of the University. Landscaping the outdoor advertising board is to make up the immediate task in the working out of the problem.

"One great object in our efforts to solve the questions connected with outdoor advertising by means of this fellowship," says Franz A. Aust, who is landscape architect for the University, and who has charge of the outdoor research work, "is to bring about a more beautiful countryside and more pleasing city approaches by improving the condition of those

boards which are already there. The ugly ones now existing will be eliminated. And any new sites which are selected will be those with high advertising value and little or no beauty value which by landscaping can be changed from unsightly spots to something which will please the eye. The boards will be made to appear as part of the landscape.

"Working with the poster agencies on this problem will also do more than cause the outdoor board to seem to 'belong' in the place where it is set; it will result in the poster boards themselves becoming more attractive and artistic in structure and design and grouping. Zoning of boards outside the city limits will be taken up, and those which are not in the most suitable positions will be relocated. These efforts, taken all together, cannot help bringing about more effective advertising, for they will aid in doing away with boards which have been distasteful; they will try to win the approval and even the admiration of the general public."

Four cities in Wisconsin have been chosen for making a study of the advertising which already exists there. These cities were selected because plant owners in those communities offered to cooperate with those who are connected with the research work. One of these cities is a home owner's community. Another is an industrial city. A third is in an industrial farming locality. And the fourth is located in the midst of a genuine rural community. Each one of these cities presents a slightly different phase of the problem to be solved.

In the home owner's community a large corner lot upon which there is a grouping of boards in semi-circular form has been se-

lected. This spot has for some time been leased as a junk yard; realization of this fact becomes vivid as one looks in the rear of the boards. From the front, however, due to the boards, one is spared this spectacle. A broad lawn in front of the grouping has been carefully prepared and sown to grass. And where they will prove most effective, hardy shrubs and vines and evergreens and young deciduous trees are being planted according to approved landscaping methods.

"The experimental work in the four cities will be unlike in various ways," Mr. Aust further explains. "For instance, the choosing of plant materials which are best suited to the locations in which the boards are placed will make up one difference. Certain special plants will have to be used in factory districts where they must contend with more or less dust and smoke. Other plants, perhaps, will have to be chosen for use on soil which has as a foundation a former dumping ground. For, not all growing things will thrive on top of tin cans and bottles. The problem of plants for more favorable soils and atmosphere will, of course, not be so difficult. Then there will be also the question of temporary landscaping for one season only, as well as that for more permanent displays.

"The study and survey of outdoor advertising in these four communities will likewise be concerned with the location of the boards. Community public opinion will differ in the various cities as to where boards may be placed. How close they may be set along street or roadside for effectiveness and attention value will come in for consideration. The question of whether head-on or side locations are more advantageous will be studied from all points of view. And this last part of the problem includes a matter of present-day discussion as to whether advertising shall be forced upon a person's gaze or whether by its very attractiveness it shall play upon his curiosity and interest enough

to cause him to turn and look. Experiments will be made to try to determine whether or not the head-on view of an outdoor board actually has the greater pulling power.

"Grouping of boards to bring about real charm by means of variety and rhythm and repetition and unity and other elements of beauty will form a part of the experiments. Spacing and lattice used in various ways will accomplish this to a great extent. The problem will be to discover which of various plans is most effective for each location and for each group of boards.

"Last, but by no means least, will come the consideration of the cost of taking care of each location according to the elaborateness of its structure and landscaping. The cost of plantings, both those which are permanent, and those which are movable, will be carefully figured so that the results of the experiments may be applied to other sections of the country."

Co-operating with the University are many business men's organizations, members of the Wisconsin State Highway Commission, and many advertisers and plant owners whose work appears in the State.

Advertising Council Honors W. Frank McClure

W. Frank McClure, vice-president in charge of the Chicago office of Albert Frank & Company, was the guest of honor at a luncheon of the Chicago Advertising Council on the recent occasion of his retiring as chairman after five years of service.

Mr. McClure was presented with a painting, "The Spirit of Autumn," the work of Wilson Irvine, as a testimonial from the executive board of the Advertising Council. On behalf of the Women's Advertising Club of Chicago he was presented with a gold-mounted bill book.

Mr. McClure outlined briefly the work of the Chicago Advertising Council since its inception five years ago. The present membership is about 1,800.

Changes to Weekly

The Farmers' Sun, Toronto, official organ of the United Farmers of Ontario, has changed from a bi-weekly to a weekly.



Space
Buyer
File For
Reference

The Joplin Territory Doubles Its Popula- tion Every Summer

During the summer months the population of the Joplin, Missouri, trading area doubles. Each year more than 350,000 tourists spend their vacations and \$10,000,000 in this land of the Ozark mountains.

This addition of 350,000 people with \$10,000,000 to spend assures the advertiser a quick response to summer-time advertising. These visitors are interested in fishing and other water sports, golf, motoring—interested enough to support more than 100 summer resorts.

Scores of advertisers are telling their story to this fruitful market through The Joplin Globe and News-Herald. These papers will tell your story more than 33,000 times daily to a trading area averaging 40 miles radius—an area which doubles in population every summer. Others are profiting by Globe and News-Herald advertising.

We check it to you.

THE JOPLIN GLOBE AND NEWS-HERALD

(A. B. C. Members)

E. Katz Special Advertising Agency

New York Chicago Atlanta Kansas City San Francisco



AERO DIGEST

The Magazine of the Air Clan

Edited by Lieut. Commander Clifford A. Tinker



THE Air Clan is not limited to the 15,000 officers and men of the Army and Navy Air Services, nor yet to the 500,000 men who were in Aviation during the war, and who are now an important element of the buying public.

For "Everyone is interested in Flying." Thinking men and women everywhere are taking cognizance of the growth of aviation. Bankers are interested in the millions of money released by rapid movement of money and securities, via the air. Manufacturers are looking into the use of planes in selling and for the rapid delivery of merchandise. Sportsmen and individuals are taking up flying for pleasure. Explorers are seeing new lands from the air. Landing fields are dotting the country. "Road" maps of the air are on sale in many stores. The safety, reliability and usefulness of flying has been demonstrated.

Aero Digest, the magazine of the Air Clan, is the one magazine that gives air-wise men and women the information and inspiration they seek. At present rates Aero Digest is genuinely a good buy. Ask us for further information.

AERONAUTICAL DIGEST PUBLISHING COMPANY
220 West 42nd Street, New York City

"EVERYONE IS INTERESTED IN FLYING"



Horace M. Swetland, Pioneer in Business Pub- lishing, Dead

HORACE M. SWETLAND, president of the United Publishers Corporation and its subsidiary, The Class Journal Company, died at his home in Upper Montclair, N. J., on June 15. Death was due to pneumonia, and followed a brief illness of two weeks. He had not been well since



HORACE M. SWETLAND

last November and a recent trip to Florida only served to postpone the inevitable. He remained at his office in New York until the day preceding Memorial Day, when he was forced to stay at home.

Born in a log cabin in Chautauqua County, N. Y., Mr. Swetland's early life was spent on a farm. He received his education in the rural schools of his home district. Then, for ten years, he continued his association with these schools as a teacher. It was as principal of a school at Panama, Chautauqua County, that he became acquainted with James H. McGraw, president of the Mc-

Graw-Hill Company, Inc., who was his pupil.

The urge for greater activity eventually persuaded Mr. Swetland to leave the teaching profession and the farm country in which he had spent his life. Together with a chum, Emerson P. Harris, he went to Boston and embarked upon his publishing career. Early in 1885 they offered Mr. McGraw, whose ambition was to become a teacher, an opportunity to join them. Mr. McGraw accepted, and in the ensuing forty-two years he has been closely associated with Mr. Swetland in business-paper publishing.

HIS FIRST PUBLICATION

In 1884 Mr. Swetland was one of several men who organized a company to publish *Power*. It was with this publication that he really began the career which was to be his lifework. He bought *Power* in 1888 and remained its publisher for twelve years. He then entered the automotive publishing field. In 1903 and 1904 he purchased and merged several automobile publications.

His next accomplishment in the development of the business-paper field was the organization of The Class Journal Company, which was formed for the purpose of publishing industrial papers in the automotive industry. This company and its publications were merged with the United Publishers Corporation in 1911. Mr. Swetland became president of the latter company in 1912, which position he had continuously held since that time.

The year 1917 witnessed another ambition of Mr. Swetland satisfied. This was the publication of an export magazine, *El Automovil Americano*, which is printed in Spanish for the twenty-six countries of the world in which this language and Portuguese are spoken.

While his principal activities were centred in the publication of automotive trade papers, Mr. Swetland's influence had a much wider scope. As president of the United Publishers Corporation, he was the directing head of numerous

trade papers in the iron, textile and other industries.

The last bringing together of publishing interests in which he figured took place in the fall of 1923, when the United company purchased the Chilton Company, of Philadelphia. The latter, together with The Class Journal Company, constitutes the Automotive Division of the United Publishers Corporation.

His experience in the motor industry in the early 80's impressed upon Mr. Swetland the necessity for practical and reliable information being furnished for all phases of industry. The last forty years of his life have been practically dedicated to this objective. He has given liberally of his time and energy to promote the importance of business papers in industry. His fundamental idea of the trade paper was that it must serve industry not only by giving technical information necessary to the field which it covered but that it must also take the lead in supplying its readers with information concerning economic matters relating to its particular industry.

An illustration of his farsightedness is to be found in his participation in the formation of the Society of Automotive Engineers in 1904. Mr. Swetland had a vision of the great industry which the automobile industry was destined to be and knew that it was imperative that the industry be founded on a good engineering basis. The Society was formed and Mr. Swetland continued to support it until his death.

Another evidence of the support which he gave to business-paper publishing was his activities in connection with the work of the Associated Business Papers, Inc. He was president of the Federation of Trade Press Associations, its predecessor, in 1912 to 1913. He founded the Association's course in business-paper journalism. He not only personally supervised this course of study but completed the task by writing a book entitled "Industrial Publishing." This volume crystallizes practically all his life-

long experience in the business. He was a prime mover in elevating publishing practices in the business-paper field.

For the last two years he had been president of the National Publishers Association. During his administration he advocated the adoption of a code of ethics for the publishing business which was adopted early this year. The progress of his work in this direction was reported in *PRINTERS' INK* of September 28, 1922, September 20, 1923, and the report on the code itself which appeared in the issue of January 10, 1924.

In summing up the lifework of Mr. Swetland, Mr. McGraw, his friend for so many years, said:

"His ideals in publishing were high, service to the readers of his publications being his first consideration. His book, 'Industrial Publishing,' completed only recently, is an epitome of the publishing standards which he set for himself at the outset, although he drew his illustrations from many sources.

"The publishing business has lost an outstanding figure in Mr. Swetland but his work will endure in the great business institution to which he gave unstinted devotion."

Mr. Swetland leaves a widow, three daughters and a son. In business his lifelong associate has been his brother, A. B. Swetland, who for thirty-seven years has been manager of his publishing interests.

Troland Cleare Joins Zain Advertising System

Troland Cleare, for more than four years sales manager of the Field & Flint Company, shoe manufacturer, Brockton, Mass., has joined the Zain Advertising System, Boston. He was formerly advertising manager of the *Washington Times*.

Beverage Account for San Antonio Agency

The Delaware Punch Company of America, San Antonio, Texas, has placed its advertising account with Cadwallader, Coulter & Payne, advertising agency of that city. Newspaper and outdoor advertising will be used in a campaign which is being planned.

The Advertising Trend in Kansas City —

DURING the first five months of 1924 the total volume of Journal-Post advertising showed a net **GAIN** over the same period in 1923 of

134,319 Lines

The total volume of the competitive newspaper's advertising, in the same period of time showed a net **LOSS** of 761,424 lines.

A word to the wise is sufficient

THE KANSAS CITY JOURNAL-POST

CIRCULATION

Daily, Over 348,000

Sunday, Over 200,000

EDWIN O. SYMAN
General Business Manager

WALTER S. DICKEY
Owner and Editor

J. MORA BOYLE
Advertising Director

National Representatives: VERREE AND CONKLIN
New York Chicago Detroit San Francisco

UPWARDS of
750,000 farm house-
wives are subscribing
for a *different*
editorial service.

A service shaped
largely by hundreds
of personal contacts
in the field over a
period of 25 years.

Your advertising will
reach these women
most effectively in
their *own magazine*.

THE FARMER'S WIFE

The National Magazine for Farm Women
SAINT PAUL, MINNESOTA

WALLACE C. RICHARDSON, Inc. STANDARD FARM PAPERS, Inc.
95 Madison Ave., New York Transportation Bldg., Chicago

What's Wrong with Oil?

It's Time the People Heard Something about Oil That Is Not Scandalous

By Amos Stote

IN the year of the Great Dis-solution, 1911, our Federal Government committed a grossly uneconomic error by hurling its official monkey wrench into one of the most perfectly functioning commercial organizations the world has ever had to its credit—the Standard Oil Company of New Jersey.

In the year of the Great Scandal, 1924, our Federal Government has been found guilty of wrongs, through the proved malfeasance of various high officials, far greater and of far greater harm to the people than were any of the wrongs posted against the institution this Federal Government attacked in 1911.

Practically speaking, "two wrongs do not make one right." The scandal of 1924 serves no purpose in righting the wrongs resulting from the monkey wrench throwing of 1911. Neither the Standard Oil Company of New Jersey nor the general public has been benefited by these happenings. While the Federal Government was guilty in both instances, first of vicious ignorance and second of ruthless disregard, the Standard Oil Company of New Jersey has been an accessory in each case.

But this company has been guilty through an excess of virtue. I have quoted one common saying which appears to have remained true. I now quote another which has been proved essentially untrue: "Virtue is its own reward." Not in the tragedies of life nor in the economies of commerce is virtue its own reward. As bad news travels faster

than good news, so virtue can gain its real reward only when it sheds the unsightly cloak of false modesty and displays its charms; when it gives the populace the opportunity to appraise its merits. This the Standard Oil Company of New Jersey has never done.

It failed to educate the public before 1911.

Consequently, instead of having popular backing which would have protected it from the assaults of politicians, it found the whole emotional mass of the people against it.

True, the company was wise

enough not to attempt to defend itself through the use of the press at the time of Government attack; but in the years which followed there has been little evidence of any effort to retrieve the early mistake.

Had it done so it is quite possible the scandal of 1924 would have been averted; for the simple reason that had the company given thirteen years to carefully planned education of the public, the whole fabric of the oil industry would now carry a very different pattern from that which it presents; and men in high official positions would have been saved from the temptation of fraudulent gain.

This same criticism applies to all the great oil organizations which make up the bulk of the oil industry of this country. Between the acts and shouts of politicians, and the shifty ways of a few oil promoters, this industry, one of the greatest and most essential to our nation, has been tarred and feathered by public

If ever an industry had a legitimate appeal to make to its public, the Oil Industry of the United States is it. Public opinion is against it. The whole world of competitive interests appears to be against it.

Its only opportunity to safeguard itself is through educating the people by paid advertising.

opinion. Yet the oil industry has done practically nothing to correct this adverse situation.

The greatest "outrage" the oil industry has committed is its neglect, its abandonment, of all responsibility toward that synthetic child which all commerce should combine to support—Public Opinion. Nor is it really a situation to be handled flippantly. When we consider that Governor McMaster of South Dakota and Governor Bryan of Nebraska have both advocated so economically criminal a thing as the nationalization of oil, we must appreciate that the situation is not one to be toyed with.

Add to this trend the more probable happening of regulatory legislation erupting from the monumental minds that gather at Washington, and we face a commercial tragedy, or at least the raw material for one. Ever since the Government located at Washington in 1911 indulged in the drawing and quartering of the Standard Oil Company of New Jersey, oil has been subjected to wallopings by all classes and kinds of officials and fanatics. And this is largely due to oil's neglect of popular education, which could prevent official interference.

I do not suggest that oil attempt to constitute itself protector of Governmental morals. My optimism is not so unbalanced. But I do suggest that the strength and increased service which oil could have made possible through years of carefully placed information, thus building a beautiful structure of confidence and devotion in the public mind, would have changed the oil map of the country so vitally as to place its boundaries outside the infested political zone.

We can't turn back the years, but we can use the lessons the years have to teach. And I feel the greatest lesson the last decade should have taught the oil industry, greater than all it has learned in the commerce, mechanics and science of petroleum, is the value of public opinion. Yet evidence indicates oil has given

this force little more than negative consideration.

Its attitude of wanting to be left alone and undisturbed to serve the public appears to be its greatest weakness. Only dead and buried things are left alone, and even they often form mouthfuls for the perverted taste of scandal.

The great organizations heading the oil industry simply can't be left alone. Nor should they be. Neither God nor the devil are left alone, and oil's intermediary position is far too prominent, its bulk too vast, its activities too far-reaching and of too vital and constant concern to all people to permit its being left alone.

So the question reduces itself to this: Are the great ones in oil content to let their industry suffer through misrepresentation and misunderstanding? Are they content to have their profitable service hampered? Or are they ambitious to enlarge the freedom of their operations, gain that patronage which comes through confidence—and insure their safety from Governmental attacks?

THE ANSWER FOLLOWS

This can be done by educating the people. Tell what the oil industry has accomplished; and if it is told properly oil will gain the support of the people. Never mind what a few politicians and fanatics have to say. Oil has a better right, and a better opportunity, to organize the people in its favor than has anyone, or any group, a right or opportunity to organize against it.

The people may be dumb; but they are awfully good champions, and customers. They like to be entertained. They like to support "causes." And, naturally, they are ready to defend their own self-interests. When we consider the great story oil has to tell, the fascination of its history combined with the importance of its service, we realize what a wonderful opportunity it has through the use of educational advertising.

Where would the motorist be today if oil engineers, chemists and scientists had not stopped the



WE BUMP "JUMP" RIGHT IN THE EYE

HOP, Skip and Jump compose, by far, the largest number of readers of advertisements. To them, every day is leap-year. Emulating the mountain goat, they vault from headline to headline. We plan, arrange and set all copy with these three slippery fellows in mind—to make Hop stop; to trip Skip; to bump Jump right in the eye.

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs

314 EAST 23RD STREET
NEW YORK

BIOLOGY has a lesson for business. The houses that cultivate their powers and improve their possibilities will endure and expand.

The producer who feels the fatal danger of satisfaction—who knows that standing still means slipping back—who makes every month beat the same month last year or else switches something very fast to correct the defect—he, and he only, is destined to advance.

For example, a maker of cheese-cloth found a marvelous market when he tried a special packing in five and ten-yard lengths. A converter gave slow, staple lines the push of promotion and sales were "never better". Many, many manufacturers have been prospering because a dubious outlook caused them to think harder, to develop more pressure, to create ideas and orders.

Dry goods merchants generally report sales increases. In the face of various hunches to the contrary—despite Congress, climate, crops and conventions, the people are buying. The consumption curve of our hundred-odd million neighbors steadily rises. Business is and will be good for good business men.

The answer is effort, right-directed effort. In selling through the department or dry goods store, promotion via the Economist Group has long been the first big step ahead. Its continuance when "all is

lovely" is likewise almost an obligation to hard-thinking hard workers.

Naturally. Here are readers who control community buying and selling, in nine cases out of

every ten pre-deciding the purchases of their customers, spending many billions of dollars annually to procure right values in wanted goods, backing what they have chosen with more advertising than that of any other figure in any industry—the most aggressive and progressive sales force in the world.

The Economist Group serves the great majority of great stores in the field. These are business papers in the sense—definite directors of thought and action, creators of more and better profits all along the line, universally respected and put to hard use.

The dry goods and department store system is a pretty powerful organism—its favor a pretty good assurance of selling success. Cultivate that favor in the most direct way.

The FIT still survive and grow stronger

It is easier far for a thousand stores to influence a million people than vice versa. The dry goods merchant's public numbers a hundred million. His own business papers of the Economist Group reach leading stores in 10,000 towns, stores doing 75% of the total business done.



The ECONOMIST GROUP

**DRY GOODS ECONOMIST
MERCHANT-ECONOMIST**

throwing of gasoline into rivers and waste places? Where would the motorist be if this organized industry had not turned a waste product into a marketable commodity which called for the gasoline stove of thirty years ago? Here the oil industry not only produced, created, a very worthy product but helped develop industries which built a demand for that product.

Without the scientific development of the industry, which was only made possible through the organization of great units capable of supporting scientific operations, the gasoline stove and the other early gasoline-consuming devices would not have come to be. And without their stimulation of gasoline production the motor car would now be rusting behind the barn for want of fuel. Without oil's service in past years, which made for conservation of raw products and increase in finished products, the motorist would now have to buy his gasoline as he does the spirits for his own internal combustion, secretly, and at prices per quart many times the present prices per gallon.

This service in advancing the science of gasoline manufacture has benefited the whole world, rich and poor alike. Yet this is but a fractional part of the story oil has to tell. Hardly is there another industry in this country with so dramatic a record of achievement to present. Hardly is there any which can offer such proof of service to the business life and the home life of all the people now restlessly milling about in these chaotic "United" States.

If oil will tell its story, simply, frankly, in logical order, with sufficient constancy and sufficient circulation to make it known to our very considerable reading public, it will have the profitable pleasure of constructing an industrial edifice which politicians cannot disrupt nor fanatics break through and wreck.

One of the great advantages of this program is that, because of the general interest of the text and the absence of obvious selling

appeals, it will not be long in gaining a reading public which will look for these statements as it does for any other regular and interesting feature common to publications.

There is a wealth of picturesque "copy" which offers excellent opportunity for illustration. There is the story of Noah using pitch to calk the seams of the Ark, while the "opposition" used it in place of mortar in building the Tower of Babel. This type of popular appeal gets the attention as surely as do the trick questions asked by publishers of books of "knowledge."

Then the text has opportunity to bring out the fact that these ancients were working with the same natural product which is today used in hundreds of forms, from gasoline to toilet preparations. These men of old held in their hands the means to revolutionize the history of their day and of this day, changing the whole realm of science, of thought, of living—and they considered it mud.

HUMAN-INTEREST HISTORY

What of the drama of the burning wells of Baku, with their big human-interest history? They were once the inspiration for religious pilgrimages, were looked upon by Persian fire worshipers as evidence of imprisoned spirits who breathed flaming vapor from their nostrils. What a contrast to the feeling a burning well now creates among oil-users!

What of the wonderful temple of Zoroaster at Baku and its influence upon the spread of belief in a literal hell created by the appearance of these burning wells—oil wells still famous for their production? It is a crime against opportunity to neglect the use of such educational advertising material.

And what of the story of Alexander the Great's first sight of the burning lake of Estabana; how he marveled at a scene which would wring the hearts of present-day motorists because of the terrible waste of "gas." There is another text in Marco Polo's be-

lief that the wells of Baku could be turned to practical service; how the foresight of this famous traveler dimly perceived the source of a heathen worship converted to a vast human benefit—a benefit not achieved until the centuries unrolled our present highly organized oil industry.

One of the strongest points this educational advertising has to make is the fact that for thousands of years oil was wasted with wanton prodigality; and that only in the last fifty or sixty years has it been systematically developed and turned to the service of all men. This cannot be too greatly emphasized or too frequently repeated, for in it is one of the most telling arguments in favor of a highly organized industry.

For incidents with which to continue this phase of the program there can be used the story of pitch and its service in the construction of Solomon's Temple; the custom of ancient Egypt in using petroleum in embalming, with the now notorious King "Tut" for added drama; the practice of nomad Arabs taking century-old mummies for fuel, which finally brought oil to comfort man by a weird and tortuous route; the use of petroleum in preserving papyrus, which has saved the records of lives, habits and customs of people gone these thousands of years.

Then there are available the intensely interesting and very appropriate narratives of how Rome, in its greatest days, never failed to secure control of all known oil supplies in every country which it conquered; how Peter the Great of Russia arranged for the dictation of the Baku region and had an oil refiner sent there; how China had deep wells when the rest of the world utilized only surface oils; how China's "power" drilling was carried on by having coolies jump from a platform onto a board which acted as a lever to raise the drilling device, which required more "coolie-power" the deeper the well was sunk; how the Spanish Government granted concessions for col-

lecting oil in Peru in 1692; how "Seneca Oil," named after one of our Indian tribes, was in use more than two centuries ago.

The whole world and all its history is at the disposal of the oil industry for its educational advertising. And there is enough oil history in our own country to form a very considerable part of this program. There are the accounts of the despised oil wells which were struck when men were boring for salt. How it was called "devil's tar" by the disappointed salt prospector, and how, through lack of knowledge of its great value, a knowledge which was never fully realized until the industry became organized, the striking of an oil well was looked upon as a disaster.

There is both a story and a lesson in the fact that the first systematic and organized attempt at "mining" for oil came through the inspiration of an advertisement. I refer to the incident of the picture in a Broadway drug-store, in 1857, showing salt derricks; and how this picture was seen by a Mr. Bissell while he was "window shopping," and how it struck him this was the way to drill for oil. Then the record of the first attempt in this direction by Drake, who succeeded in drilling sixty-nine and a half feet in seven months, as opposed to present-day achievements of four thousand feet in one month. Here is certainly proof of worthy advancement through organization, through the development of the mechanics and science of the oil industry.

HOW CONSUMPTION HAS INCREASED

And there is not a bad story in the fact that two years after Drake's effort the oil production in this country was but two thousand barrels, for the year 1859, while in 1910 the well Potrero del Llano flowed 125,000 barrels a day; more than the whole world could have consumed in Drake's time, but only a fraction of one great city's consumption today.

But it is hardly necessary for me to point out opportunities in this detailed fashion. From the

SCHEDULE • 1924 — 1925											
	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.
NATIONAL DICTATOR	—	—	—	—	—	—	—	—	—	—	—
W. L. F. F.	—	—	—	—	—	—	—	—	—	—	—
IPCS	—	—	—	—	—	—	—	—	—	—	—
W. L. F. F.	—	—	—	—	—	—	—	—	—	—	—
GIANT ADS	—	—	—	—	—	—	—	—	—	—	—
CLIPPER GIANT	—	—	—	—	—	—	—	—	—	—	—
LA	—	—	—	—	—	—	—	—	—	—	—

Be sure the schedule includes Giant Ads

IF you are advertising a product sold through 25 or more retail stores, it will pay in results to use the medium of *Giant Ads*. Giant Ads perform definite tasks—

Insure tie-up with dealers

Produce sales

Widen the circulation of your advertising

Build prestige with dealers and consumers

Help your product dominate in a community

And Giant Ads—the sales medium—cost but a few cents each.

1,164,585 GIANT ADS

were used from January to May, 1924, to sell hardware, tires, corsets, rugs, hosiery, shirts, underwear, oil, auto accessories, mattresses, and what not.

Facts which should give Giant Ads a definite place in your schedule.

Representation in Boston, Philadelphia, Pittsburgh and Cleveland

NATIONAL PROCESS COMPANY, Inc.
117 East 24th St. New York City

GIANT ADS

REG.
U. S.
PAT.
OFF.

early romantic history of oil and the early industrial attempts at oil production, the program could advantageously turn to the fascinating and instructive records of the development of the industry in its relation to the development of our country. These texts could feature the contrasts in living conditions which oil has influenced, from the days of the tallow dip even down to this moment.

Oil added hours to the daily life of every person in this country; useful, enjoyable hours, when the oil lamp became common property. Let the oil industry tell this. Let it tell what oil has done for education since the dark, oilless nights of Lincoln's time; tell what it has done for industry, for home life, and let it stress the labor, expense, technical skill and invention required to produce a clean, safe, odorless illuminating oil.

Tell how whale fishers used to go out on dangerous and tragically hard voyages for three years at a time, and were fortunate if they returned with as much sperm oil as an even second-rate well will deliver in petroleum in an hour. Three years' struggle in Arctic seas as opposed to one hour of mechanical pumping or natural flowing scientifically developed.

Enormous figures, such as those relating to the thousands of cars and hundreds of engines which would have to be employed if the industry had not developed the pipe line, are not so impressive to the average mind as are homely and romantic examples.

For instance, there is the thrilling story of the evolution of the "go-devil." Tell of the "mysterious stranger" of 1860 who appeared in western Pennsylvania oil fields and offered to shoot a white-hot bolt into the earth to explode imprisoned gases and start oil flowing. Tell how he was nearly lynched by the terrified people and then tell how today hundreds of pounds of high explosives are used with safety, because the industry has employed science.

There are the dramatic messages concerned with locating and

working oil wells in wildernesses. The cities and towns built by the oil industry. The marketing of oil—a vast, human story. What of the story of "coal oil"? What of the development of the oil lamp? The proper production of wicks, burners, chimneys. What of distribution before the industry was organized? How were transportation, storage and refining carried from waste and extravagance to economy and safety?

The oil industry has positively startling messages of its service to all men. Older people can still remember when oil lamps were full of thrills and uncertainty because of their tendency to explode, and the tense moments incident to "generating" each burner of the old gasoline stove.

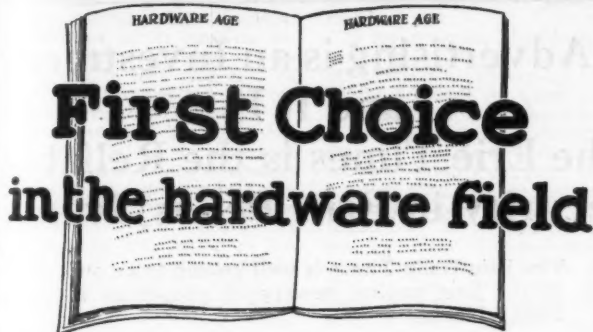
Oil, which once produced but one product, kerosene, now produces more than two hundred and fifty products—and the petroleum family is still growing. Not even the proverbial "one person in ten thousand" realizes what a vast variety of services and commodities have resulted from the advancement of the science of this industry.

ALL FOR THE CONVENIENCE OF THE CONSUMER

The story of gasoline has been told, in a fashion. But the great story of gasoline from the days the early motorists had to go to the drug store and buy it by the bottle, to the modern methods of distribution, to the development of uniform quality, to the chemical expertness of supervision required, to the "cracking" of crude oil to get the last drop of gasoline; these big stories have not been given to the public. Nor has the development of the pipe line, tank cars, tank trucks, tank steamers; nor the big news of the self-contained refineries which perform such amazingly diverse tasks, been told.

And what of the herculean jobs performed in taking stokers out of super-heated stoke-holes of steamers? What of ocean travel made safer, more swift, more economical, cleaner, more humane?

Oil has done much prospecting,



"What is the Best Medium to Use in the Hardware Field?"

This is the question asked by the Carroll Dean Murphy Advertising Agency, Chicago, Ill., of one hundred different advertisers in hardware publications, advertisers selected by the agency "because of their experience in the hardware advertising field."

This investigation, listing publications alphabetically, was made only a few weeks ago. The results, showing papers in the order of manufacturers' preference, are shown below.

	1st Choice	2nd Choice	3rd Choice	4th Choice	Mentioned but Without Preference.
Hardware Age	36	5	1	—	10
2nd Paper	4	1	4	9	3
3rd "	3	8	8	7	5
4th "	3	5	2	—	1
5th "	1	12	13	6	7
6th "	1	3	1	—	1

A completed detailed report of this investigation will be sent upon request.

HARDWARE AGE

239 West 39th Street

New York City

MEMBER A.B.C. and A.B.P.

If Advertising is an Investment and It Is The Erie Times is the Reliable Security in Erie, Pennsylvania

The Erie Daily Times is well known to be one of the best paying newspaper properties in Pennsylvania.

Starting in 1888 with only \$250 cash, the then and present owner-publisher, John J. Mead, Sr., today directs the Erie Times from its new half-million-dollar home—paid for entirely from earnings.

The Erie Times' success is due in great measure to being fearlessly independent, a newspaper requiring no financial "angel" to make up deficits.

Who will say that that has nothing to do with successful advertising!

Do YOU *really* believe that advertising IS an investment?

WE KNOW that advertising in the Erie Times *is an investment* because our measure of success can have been only in proportion to the returns received by our advertisers over a period of 36 years.

Investigate the record, then invest in the Erie Daily Times.

Erie Daily Times

A. B. C. Member

Evenings except Sunday

Established 1888

Representatives:

E. Katz Special Advertising Agency

New York Chicago Kansas City Atlanta San Francisco

has carried on many highly important and evidently beneficial undertakings in its ceaseless efforts to improve service; but its prospecting in that vital field of public education has been far below its service development.

Oil is penalized because it has never gone before the Court of Public Opinion, without apology or defense, and displayed its virtues. It stands by while all the world hears of oil scandals. It talks nothing but buying to the public, while La Follette, official obstructionist, tells the nation of the need of oil supervision. And in the meantime a foreign company has become so powerful in our own country it ranks third in oil production, with wells, pipe lines and refineries, and with a growth so rapid its 1923 production more than doubled its 1922 production. This foreign company, be it known, operates throughout the world, controlling oil-producing fields in many lands. It has the support of its home government, while our great companies are hampered by our Government.

Experts tell us the United States, greatest consumer of petroleum products, is in danger of becoming a third-rate power in oil production through our inability to secure oil-field holdings in foreign lands. This is chiefly due to the fact that while the governments of other countries are supporting and aiding their oil companies in gaining foreign concessions, our Government is blocking efforts along this line by our home concerns.

If ever an industry had a legitimate appeal to make to its public, the oil industry of the "United" States is it. Public opinion is against it. Government is against it. The whole world of competitive interests appears to be against it. Its only opportunity to safeguard itself is through educating the people. What is more, it owes this education to the people, for the future of the oil industry rests upon the will of the people to support it; and the future prosperity of the people will be greatly influenced by the ability of our

oil companies to meet public demand.

If the American Petroleum Institute does not take up the task of educational advertising, then let the Standard Oil Company of New Jersey do so. The job has to be done and done properly, if the oil interests and the public are to be saved from great losses.

It is time the people heard something about oil that is not scandalous. It is time the Federal and State Governments did something with oil beside slugging it. As affairs now stand there is a greater prospect of revival of active animosity against oil than there is prospect of intelligent support.

Let oil tell its whole story, its story of daily benefits rendered all the people. Two years of educational advertising properly conceived and circulated and the whole attitude of the people of this country will become favorable to oil. But in the name of economic intelligence, let oil get busy. Let it tell the Great God Populace its service story. The reward is assured.

Buys Griffin, Ga., "News and Sun"

Judge C. C. Givens, owner of the Madisonville, Ky., *Messenger* has purchased the Griffin, Ga., *News and Sun*, and will assume control July 1. Robert L. Duke has been the editor and publisher of the latter paper for the last ten years. Two sons of Judge Givens, C. C. Givens, Jr., and Sloane Givens, are expected to take charge.

I. J. Oswald, Vice-President, Phillip Lithographing Company

I. J. Oswald has resigned as advertising manager of the Holeproof Hosiery Company, Milwaukee, Wis., to become vice-president of the Phillip Lithographing Company, of that city. He is succeeded by Norman Heffron, who was formerly with the Reo Motor Car Company, of Chicago.

New York Office for Specialty Display Case Company

The Specialty Display Case Company, Kendallville, Ind., manufacturer of Kwiksale display cases, has opened a New York office. Edward W. Hastings, recently with the sales department of Henry Heide, Inc., New York, has been placed in charge of this office.

A Sales Manager's Fourteen Points

When the Salesman Asks for a Promotion He in Turn Is Asked to Check Up on Fourteen Counts

IT is just as embarrassing for the sales manager to be approached by a man who wants to be promoted quickly as it is for the man himself to get up his nerve to make the request.

A salesman in the Ohio territory finds that a man from Indiana has been made district sales manager and he wonders why the latter was promoted over his head when he has been in the employ of the company for a twelve months longer period. The man who covers the South lands four hard orders and thinks he should get a big raise and a promotion immediately, although he has often said that overtime work and outside reading are foolish pursuits.

A sales manager for a men's wear product has fourteen points by which, he tells his sales force, any man can win promotion as fast as he deserves it. He doesn't believe in "do it now and do it quick" letters; he doesn't believe that a man has to be continually prodded to show how he can progress. His fourteen points put it up to the man himself to check up on his own shortcomings and his own weaknesses. Here they are:

(1) Look to your own job and see that it is being done better than before, then the job ahead will look for you.

(2) Forget the clock.

(3) Worry less about your troubles.

(4) Worry more about how to give the customer resale ideas.

(5) Cultivate confidence by having confidence in the house and in yourself. If you don't believe in the house, don't stay on the payroll.

(6) Do more than you are paid for. A man who will work only from 9 to 5 will always remain a salesman. A man who takes his business home with him, will be an owner some day.

(7) If you can't find romance and interest in your job, and if you can't really fall in love with it—then you are in the wrong job.

(8) Mix a lot of good foot work with a fair amount of brain work and the Big Chief can't help noticing you.

(9) Follow up the calls you missed with some intelligent letters based on a knowledge of the customer's business and what he is trying to accomplish.

(10) The more attention you pay to your job and its relation to the business as a whole, after the whistle blows, the more attention you will receive when promotions are being handed out.

(11) Give freely of your ideas to the men you are paid to call upon. Feet don't rate as high in the marketplace as brains.

(12) Don't be too busy to read. You have the same number of hours each day as Thomas Edison or Mussolini or the President of the United States. Analyze the way you use each day and you will find plenty of time to read everything which bears on any part of your business and some good outside reading, too.

(13) Keep fit in health. Take some regular exercise in the open air. A hike is not expensive and doesn't require membership in a golf club, but it's just as good exercise. Buyers like to be called on by men who radiate health.

(14) Study your own job. Study your prospect's business. Help him with new ideas. Help other men in your own organization. Put yourself in the boss' place. Try to act like an owner. Then get ready for promotion. You can't dodge it.

Heads Dominion Manufacturers

Arthur F. Hatch, of Hamilton, Ont., has been elected president of the Canadian Manufacturers' Association.



The Chemistry of Advertising

We give your product an honest analysis—*un-*
colored by hope—*unflavored* by ambition. We
find the *one* selling argument which *overtops*
all the rest. And then we present this Dom-
inant Idea *graphically* to dealer and consumer.

McJunkin Advertising
Company



FIVE SOUTH WABASH AVENUE, CHICAGO.

May We Send Containing Fifty Mailers *That Have Sold Millions of Dollars*

IF you feel that your mail-order advertising should produce bigger results, send for a copy of the folder pictured on the opposite page.

You will find in it reproductions of fifty successful mail-order advertisements, some of which have produced hundreds of thousands of dollars' worth of business direct from coupons. They show what tested copy appeals have done for fifty widely varied accounts—nearly all of them leaders in their field.

Our twelve years' intimate contact with, and full responsibility for solving the selling problems of scores of the leading mail-order advertisers have made this agency a clearing house for the most highly perfected mail-order practice.

We have checked the keyed returns from millions of dollars' worth of advertising and studied the relative pulling power of almost every known appeal. And our success in producing consistently profitable selling ideas and copy has made this agency the largest of its kind.

You'll find the illustrated folder very interesting. Merely drop us a line for a free copy. Address either office. And please mention Printers' Ink.

Ruthrauff & Ryan

New York: 404 Fourth Avenue

Chicago: 225 North Dearborn

and This Folder Mailer Advertisements of yours' Worth of Merchandise?

Fifty Mail Order Advertisers *who are* Clients of Ruthrauff & Ryan

The advertisements reproduced here have sold millions of dollars worth of merchandise at a profit. Space permits showing only a single advertisement of each of fifty mail-order clients and many necessarily were omitted. In each instance we are responsible for all the copy of which these are merely typical examples.

Get Blackboard's Secret!



Caroline Blackboard's Secret
 of Robert Louis Stevenson

Special Offer - Send No Money

**Again She Orders -
 "Chicken Salad Platter"**



PERFECTLY
 DELICIOUS
 CHICKEN SALAD PLATTER

Available in all
 parts of the country

**"How I Became Popular
 Overnight!"**



How I Became Popular
 Overnight!

Available in all
 parts of the country

Amazing Invention - New Kind of Hat



Amazing Invention - New Kind of Hat
 New Kind of Hat

Available in all
 parts of the country

**Waist and Hips Reduced
 in Ten Seconds With
 New Kind of Girdle**



Waist and Hips Reduced
 in Ten Seconds With
 New Kind of Girdle

Available in all
 parts of the country

It Was REAL FUN



It Was REAL FUN
 Learning to Fly the Plane in 20 Days

Available in all
 parts of the country

Ruthrauff & Ryan, Inc. ADVERTISING
 New York: 404 Fourth Avenue at 28th Street
 Chicago: 225 North Michigan Avenue

van
 28th Street
 Avenue

—AND NOW WE HEAD THE LIST!

Below is listed the favorite small town and rural home publications, together with the lineage of advertising carried from January, 1924, to May, 1924, inclusive. Figures furnished by The Advertising Record Company of Chicago.

Household Journal	69,350
Comfort	67,285
Vickery & Hill List	53,286
Gentlewoman	52,389
Everyday Life	50,199
Mothers' Home Life	48,813
Home Friend	45,348
Household Guest	44,246

Our low line rate in proportion to circulation is a guarantee of real results for advertisers which undoubtedly accounts for the lead we have attained.

The Household Journal is a thirty-year-old publication with nearly three-quarters of a million subscribers in the small town and rural communities, and having the lowest advertising rates in proportion to circulation of any magazine in its class.

700,000 CIRCULATION

\$2.60 an agate line
\$1450.00 a page

*Forms close promptly 5th
of preceding month.*

The HOUSEHOLD JOURNAL

IRA E. SEYMOUR, Adv. Mgr.

Batavia, Illinois

Chicago Office
Rhodes & Leisenring, Managers
2003 Harris Trust Bldg.
Central 0937

New York Office
A. H. Greener, Manager
116 W. 39th St.
Room 634

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The Day of the Data Book in Selling

The Advertising Salesman of Today Goes Forth Primed with Facts

By James H. Collins

LAST winter, a sales representative of a large publisher calling on an advertising agent, found him in deep trouble.

This agent is located in a small industrial city. One of the local manufacturers has built up, with his help, a national business that will almost certainly grow to great dimensions—if it is permitted to keep on growing. But now, suddenly, the manufacturer proposed making another product and switching his advertising appropriation behind it. The new article was not closely related to the one with which he had succeeded. His only reason for entering a new field was, "Others are making money in that line, and I might as well get some of the money."

The salesman listened, gave the agent five minutes counsel, wrote out some figures on a sheet of paper, and went away.

Next morning the agent visited the manufacturer and said:

"If you are determined to enter this new field, you ought to know how much other manufacturers have spent to establish themselves, and how long it has taken. Here is A, the biggest concern. Last year their advertising expenditure was so many hundred thousand dollars, and for the past five years they have been spending such-and-such an average. Here is B, the next largest, well above \$250,000—in the past five years he has spent \$750,000. And here are C and D, each well above the \$100,000 mark. Though these potential competitors of yours entered a virgin field they have had to spend money on a scale greater than you could now afford to attain their standing. How much do you think would be needed to establish a new brand against their start and their competition?"

"Let me have those figures," said the manufacturer, and after a night's study of the salesman's sheet of paper, he decided that it would take more than he could spend. His scheme was dropped.

The salesman simply copied some figures out of a data book compiled by the research department of the publishing concern he represents—data gathered, digested and diagrammed to help the trained salesman sell advertising space.

A DESIRE IS FULFILLED

A hardware manufacturer knew that one of the major American cities was a splendid potential market for his product. But he did not feel that he could spend enough money to make an impression there with newspaper advertising. A newspaper representative dropped in to see him and presented certain facts and figures. That manufacturer is now well established in that city, and has secured a good market with an advertising expenditure of very moderate proportions—in fact, it amounts to less than one cent per five persons yearly.

The newspaper representative, too, got his information out of a data book.

This appears to be the day of the data book.

A boy laid a pile of them on my desk the other day. He was a husky boy, for the pile weighed fully fifty pounds. There were slim little data books compiled evidently for convenience, and big fat data books intended to carry weight, and paper-covered volumes, and others with flexible or hard-boiled covers, and data books with charts, tables, maps, pictures, graphs, some in the pages and others tucked away in cover pockets.

The thing started when the

editor of PRINTERS' INK suggested that I might find it interesting to look into present-day methods of training advertising salesmen, comparing advertising salesmanship with that in other lines, finding out if the advertising salesman ranks with the fellows who sell cash registers, office appliances, life insurance and things or services in fields where salesmanship has been most highly developed. Calling upon the first advertising director who was said to know a great deal on the subject, I was given an intensive lecture on his data book. The salesman was trained on that book, and sold from it, and all advertising salesmanship that had gone before was mere canvassing. There was the scientific information, exact and inescapable, that convinced the advertiser, whether he wanted to be convinced or not. Another call on another sales executive in a different field of advertising—and another convincing data book.

It reminded me of tea one Sunday afternoon in Montevideo when my host introduced a young man, saying, "My son," and then a young lady, "My daughter," and then as children came into the room he repeated, "My son, my daughter—another—another one—another—another son—another daughter—" South America is a country of large families. He had eighteen children.

And so as I went seeking light upon advanced salesmanship in the advertising field, it was a case of another data book, and another, and another. Everybody had them. They were all doing it.

"Oh, haven't you heard about these books?" asked the editor. "I'll send you down some from our research department," and a little later the boy came with a fresh bunch. That afternoon, calling on still another sales director, I spoke lightly of his data book as he took it from a drawer and began turning to charts, saying that I had seen it.

"Well, I'd certainly like to know where you saw this book!" he

said indignantly. "For there are only ten of these data books in existence!"

Each of these gentlemen seems to be positive in the belief that his data book has solved the outstanding advertising problems scientifically, and that no other data book is to be compared with his own. Advertising salesmanship is hotly competitive. There is an eternal struggle between mediums in the same class, and between different classes of mediums.

ONE AGAINST THE WHOLE FIELD

Each fellow's data are directed toward demonstrating that superiority of his medium in its class, and against all others. No other data book in existence can possibly be of any value in his eyes. There was practically no criticism of the other fellows' data books. His own was so exhaustive, scientific, complete and final that he rested his whole case upon it. His confidence was that of Briggs' "Me and Mine." The other fellows simply haven't any case.

With his data book, the big-group magazine man proves the case against the individual high-brow magazine until you feel sorry for the poor canvassers who have to go around and beg for a few of the crumbs that fall from the big fellow's table. The big-city newspaper chap turns to a half dozen exhibits in his data book, and out of a confused mass of tables, charts and diagrams that you would hardly fathom without his guidance, proves that his publication covers the whole town and that it is idle to think of any others. With his data, the special agent demonstrates that certain communities are the key communities of the nation—the places where his own papers are published. Likewise, the fellows outside the publication field, representing street cars, posters, painted bulletins, direct mail and other mediums all have their data, though it isn't always in the form of an actual data book. I found more than one sales executive who carries his wealth of

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Net Sales for May, 1924

103,114

COPIES PER DAY

This is a gain of 7111 copies per day over the corresponding period of a year ago

The above figures represent the average net paid daily circulation of The Providence Journal and The Evening Bulletin for the month of May, 1924.

	1923	1924	Gain
The Providence Journal	33,911	36,912	3,001
The Evening Bulletin	62,092	66,202	4,110
Total	96,003	103,114	7,111

Net Gain 7111

Such steady growth as The Providence Journal and The Evening Bulletin have maintained during the many years they have devoted themselves to the promotion of the best interests of the city and State they serve gives indisputable evidence of the confidence reposed in them by their readers.

Advertisers find these papers the best and most economical way to reach the entire reading public in Rhode Island.

Flat Rate 23c a Line

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

BOSTON

NEW YORK

CHICAGO

R. J. BIDWELL CO.

San Francisco

Los Angeles

Business is Good in Detroit

If one glances at the map covering the commercial conditions of the United States at the present time, he will find that Detroit is practically the only metropolitan center in the country where business is classed as being good.

Building permits keep mounting to new figures, bank clearings show increases, and with the advent of seasonable weather, retail merchants are reporting greater sales.

Detroit is a market that can be safely and profitably cultivated at any time, and particularly so at present.

Here in this great market of a million and a quarter people, The Detroit Free Press is the one medium looked to and used by the advertiser who insists upon having immediate response to selling appeals.

The Detroit Free Press

"Michigan's Greatest Newspaper"

VERREE & CONKLIN, INC.

National Representatives

New York

Chicago

Detroit

San Francisco

facts and figures under his hat.

Two things seem clear to me after a thoroughgoing investigation of data book salesmanship: It is the most advanced kind of salesmanship yet applied to advertising, with one exception. And there appears to be no advertising medium for which a convincing data book cannot be compiled!

Let us get a little perspective on this business of selling advertising.

Back in the sixties, when George P. Rowell was setting up a branch advertising agency in New York City, he ran across one of the whimsical characters that makes his book* so delightfully human.

Young Rowell had a scheme whereby an inch advertisement was inserted for one month in 100 New England newspapers for \$100. A journeyman printer, John A. Moore, liked the idea so much that, after a trial canvass of his friends he laid down his job-stick and became an advertising solicitor, one of the earliest "space pedlers" discoverable by research. The Rowell agency organization then consisted of Mr. Rowell, his solicitor and "a small boy to answer questions or say that he did not know." It was on a level but little, if any, inferior to that occupied by its chief competitor, a Mr. Evans.

Moore's salary was forty dollars a week, and Mr. Rowell pronounced him the most successful advertising solicitor he had ever employed. But he had a curious handicap. Never could he manage the smallest calculation in figures. Whenever it became necessary to use arithmetic, Moore let his customer do the figuring, and later, if any error was found in the Rowell office, went back, pointed out the mistake, reproved the client for his carelessness, and made him revise the figures. If the client made a mistake in figuring, he was always wrong, and it gave Moore genuine satisfaction to go back and tell him so. Yet he always did this without

giving offense, and no competitor ever succeeded in prying a client away from him.

Another important fact in advertising salesmanship of that day—Moore became a Mason, taking all the degrees up to the thirty-second and holding numerous offices, and grew to be very popular among the brotherhood. When his career was terminated by an early death in 1876, the Masons paid him great honor.

Back there, in the sixties and seventies, the advertising agent did not know where all the publications were, much less their circulation. Mr. Rowell tells another characteristic story of receiving an order for advertising in the newspapers of Nova Scotia. No list had ever been compiled, but he knew a printer from Nova Scotia who knew other "Bluenose" compositors working in Boston, and by a canvass of the Hub's composing rooms a satisfactory list was obtained.

THE FIRST SALES IDEA OF THE ADVERTISING CRAFT

The success of this list idea—so much advertising for so much money, clearly the first sales idea generated in the advertising craft—stimulated competition. Rival lists and advertising "buys" sprang up, prices were cut, and there followed a period when the advertising agent backed up his salesman by shrewdness in purchasing space from publishers. It was paid for in type, printing ink, printers' rollers and gewgaws likely to appeal to the publisher's wife. The "patent inside" and combination list of newspapers came into existence.

The actual location of newspapers, then virtually the only advertising mediums of importance, was a matter of private business secrecy, each seller of space having his own list until Rowell's newspaper directory first appeared in 1868. Publishers did not reveal circulation, and wasted no money on research or data, but engaged one of the special agents in New York City with a reputation for getting results. The

*"Forty Years an Advertising Agent," New York, 1906.

special agent sold space on personality, price and shoe leather. The publisher had no sales force and never saw the advertiser. The latter placed his business through a general agent whom he saw only occasionally. There was where the special agent stepped in, calling frequently upon the men who were spending advertising appropriations, studying their peculiarities, humoring them, and horse-trading for space with concessions like reading notices, which were universally used as *lagnappe* during the barter period of advertising salesmanship. The "special" gained such advantages in selling that he very often got for his employer or list of newspapers a very large proportion of the advertiser's appropriation.

Then the ten-cent magazine came along, in the nineties, a new medium that, from the beginning, was open and aboveboard in matters like circulation figures and rates. Advertising was becoming a legitimate factor in business instead of an oddity.

So, soon after the present century dawned, the first research men undertook to measure advertising. Followed the period of "psychology" when advertising was taken into the laboratory and tested by its effect upon people. There was a battle between the "practical" advertising men and those who believed that advertising had a scientific basis. Science won, and there grew up a new type of advertising salesman who offered better copy—vigorous "Reasons Why" arguments, affirmative in tone and bold in typography, that wasted no time in cajolery, but vigorously ordered the reader to do as it told him. This was merchandise for the agency solicitor rather than the "space pedler" representing the publications, but Professor Walter Dill Scott's researches were encouraged as much by farsighted magazine men as by progressive leaders in the agency field, and the fellow selling space for the magazine worked with the agency salesmen, a form of team work that still prevails.

Followed the "advertising cemetery" line of sales talk, with which the space pedler walked into the advertiser's office like a physician and confidently predicted his early death unless he used more space or used it more regularly, proving his case by marshaling statistics of concerns that had been advertising five years ago and were now defunct. Similarly, the advertising investigation of industries in which little publicity money was as yet spent, which gave the salesmen data to prove that such industries were behind the times, and must catch up with the general business band wagon. This idea was projected geographically by the investigation of localities as well as industries—a good example is California with its co-operative grower advertising of oranges, nuts and prunes, which all began in data study producing information upon which the space salesmen could talk to Californians and advise them what to do.

LONG YEARS OF PREPARATION

From the unknown time, back in the beginning, when some unknown advertiser first put a key number on a mail-order announcement, right down to this day, the way has been prepared for the space salesman with the data book. Thousands of his predecessors have smoothed the path, proving that advertising pays, building up the background of facts upon which he works, and giving him great advantages over all his predecessors.

The first advertising solicitor, you might say, measured the advertiser and sold him on personality.

Then the measure was applied to the advertising medium, during which period the salesman's strong argument was having more circulation than the other fellow, or making his customer believe he had more.

Next came the measurement, by psychology, of the effect of advertising on people, the first scientific foundation and that led to the present era of data, in which the foot rule is applied to a



Something has happened in Philadelphia

THE PHILADELPHIA RECORD

IN one short year jumped to second place in the daily morning field—145,169 net paid circulation April 1, 1924. AND NOW it has outdistanced its nearest competitors to a marked degree



In the City

31,000 more than the North American
24,000 more than the Public Ledger



In the Suburbs

11,000 more than the North American
16,000 more than the Public Ledger



In the Total

10,000 more than the North American
51,000 more than the Public Ledger



A Good Buy

and a profitable advertising investment for any advertiser—145,000 well-to-do RECORD subscribers read and respond to RECORD advertising.

THE PHILADELPHIA RECORD

Philadelphia's Fastest-Growing Newspaper

Represented by
STORY, BROOKS & FINLEY
Pershing Square Bldg., New York London Guarantee & Accident Bldg., Chicago

factor that seems to be more fundamental than any other—save one:

Briefly, advertising pulls things from the producer toward the consumer. Circulation enters into it, and psychology, but it is much more important to have good channels through which advertised things can travel. The data book defines, reveals and measures those channels.

Where people live, what kind of people they are, how much they produce and buy, what merchants serve them, what they pay in taxes, carry in the bank, spend for automobiles, for radio sets, put into schools, roads and county court houses—these are the data that the seller of advertising studies and interprets to the advertiser in seeking a contract.

Armed with data, the advertising salesman calls upon his prospect and begins talking, not about his medium or publication, but about the prospect's business. Indeed, when I first clumsily stated my desire to know how advertising space is sold nowadays, I was promptly sat upon.

"Space?" snorted the first sales director of them all. "Yes, we can sell you advertising space as cheaply as anybody, if you mean the white paper that advertising is printed on. We'll sell you about 300 square inches of white paper, print your message and circulate it for one cent. But that isn't what we sell. Until you have bought some of this agate line stuff we don't really begin to work. One of our best men has been away from the office all this month, and slept in a bed probably one night a week. He has ranged from Boston to Minneapolis and New Orleans to Galveston, visiting the sales branches of a corporation which has bought a considerable amount of our agate line commodity for a year's campaign. Unless that company's local salesmen link their year's activities with the advertising, it will be only 50 per cent as effective as it should be. We take off our coats and work to make it 100 per cent effective for the purely selfish reason that we want that

company to get all there is in the white space, and continue as a customer next year, and impress other concerns with its success."

The innocent word "advertising" had this same red-rag-on-the-bull effect upon another executive, who said his men avoided the word and concentrated on data that touched the prospective customer's business. He gave me several illustrations:

Two of them called on a high official in a large manufacturing concern, a corporation making so diversified a line that it has something to sell to practically every man, woman and child in the United States. They began giving him data about merchandise distribution. He grew so interested, that instead of the half hour originally allowed for the appointment, several conferences were postponed and he listened and asked questions all afternoon. "Could your research department prepare for me four charts showing so-and-so?" he asked, finally. These were not only made but several others that the research department thought pertinent to his particular viewpoint. Taking those charts before the board of directors, he succeeded in securing a change in advertising policy that he had thought desirable for several years, but was unable to have officially approved.

A LONG JOURNEY IS AVOIDED

In another case, an advertising manager was about to start on a trip of several weeks through the Corn Belt to get information upon which to base an introductory advertising campaign. A publication salesman with a data book supplied so much information about purchasing power, dealer outlets and cost of advertising other commodities in that territory that the trip was unnecessary.

An advertising agent had been urging one of his clients to increase the appropriation, holding that it was not enough to do the work he had set out to do. The man with the data book came along and showed that manufacturer, not only how much more his competitors were spending,

THE ERICKSON COMPANY

Advertising


381 FOURTH AVENUE, NEW YORK



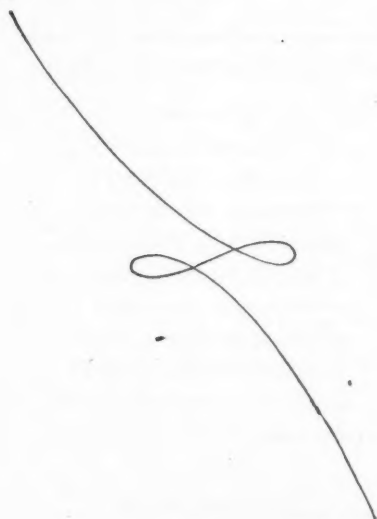
*If you want to know about our work,
watch the advertising of the following:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
WELLSWORTH PRODUCTS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER-CIGARS
CONVERSE RUBBER SHOES
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
TARVIA
WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
COOPER HEWITT WORK-LIGHT
L & G AGATE WARE
NEW-SKIN

What we've done for others we can do for you.




Plumbers are becoming live merchants with shops on the main street. In addition to doing a contracting business, they sell many products that are not strictly plumbing, heating or ventilating. Maybe they could sell your products.



DOMESTIC ENGINEERING
THE PLUMBING AND HEATING WEEKLY
1900 Prairie Avenue CHICAGO

Member: Associated Business Papers, Inc., Audit
Bureau of Circulations



but what ratios of advertising to sales were spent by successful concerns in other industries.

In still another case, the man with the data book, saying nothing whatever about advertising—horrid word!—helped the sales manager lay out quotas for a big block of Corn Belt territory, figuring what could be sold there in the light of population, incomes, dealers, dealer ratings, and so forth. When the sales manager compared the figures with actual sales, he found some highly interesting discrepancies in what his men were selling and what could be sold, as well as between one salesman and another.

However, this data is all put together to prove the case of the fellow who is selling, and demonstrate that his medium is the best. He may make no reference to advertising or space, but he is selling them just the same. The data books are compiled in a broad spirit of helpfulness to business, but they must also help the medium and the salesman.

That you can always get the data, if you are a real salesman, is shown in a story told me by one of the best in the business, a man who made himself a walking data book years before the printed thing was invented, because his medium had to be sold under handicaps.

After several years' careful preparation, he had brought a certain large corporation to the point where its directors were willing to consider the use of his medium.

By the way, that preparation should be part of the story. He had called first of all on the president of the company, and been laughed at. Some months later he talked with the secretary, who was skeptical. A few months after that he met the auditor, made an impression, and got him to help sell the president. The latter was won over, but said that the vice-president must be persuaded. Just when he had got the latter in the desired frame of mind, the president died! A new one came in, and new officers, and he had to begin all over again.

Now the directors of this company were to give him a hearing in conference. He appeared, spoke convincingly, and was told next day that the board would decide after it had given one of his competitors a chance to be heard.

"Am I willing to let my case rest?" he asked himself, and decided that he was not. Further data must be presented.

The competitor was to have his hearing in two days. That night he sent out telegrams to a dozen of the largest corporations in the country using his medium, asking them to wire a certain place at a certain hour. On the morning that the competitor was to appear, the directors received a dozen telegrams from men whose business judgment and standing could not be questioned, each testifying in different terms to confidences in his medium. Those "data" landed the contract!

Yes, the advertising salesman with the data book has great advantages over his predecessors, and the most advanced method of selling—except one.

Steadily Increasing Advertising for Turner Products

The Turner Manufacturing Company, Kokomo, Ind., recently made application for registration of its trade-mark, "2 in 1" for use on mechanical carburetor controls. Several motor devices are marketed under this trade-mark and have been advertised for the last five years.

Concerning the company's future plans on advertising, Earl W. Turner, its president, gives PRINTERS' INK the following information: "It is our intention to go on even on a much larger scale advertising all Turner '2 in 1' products. At the present time we are carrying space in eight well-known publications and are steadily increasing our space and spreading out in our advertising."

Potts-Turnbull Agency Augments Staff

C. L. Ozburn has joined the staff of the Potts-Turnbull Company, Chicago advertising agency. He was formerly an account executive in the Chicago office of Albert Frank & Company. At one time Mr. Ozburn was with the McCutcheon-Gerson Service, Chicago.

Doane Powell, instructor at the Chicago Academy of Fine Arts also has joined the Chicago staff of the Potts-Turnbull agency.

A Letter That Brought Back Lost, Strayed or Stolen Customers

Over 50 Per Cent Replies Received to a Sales Letter the Carey Salt Company Used

SOME time ago, the story goes, Charlie Chaplin conducted a contest of Chaplin imitators. The prize was to go to the contestant who most closely duplicated Chaplin's appearance and actions.

Unknown to the judges, Chaplin entered the competition himself. Oddly, he was awarded sixth place.

Much the same is likely to occur when one attempts to judge the possibilities of a sales letter before it has actually been tested. Occasionally a letter that breaks most every rule and disobeys a long list of established principles will pull beyond all expectations. And just as frequently, a letter that is a model in every respect will fail completely.

It is, therefore, advantageous to begin this discussion of a sales letter by mentioning at the very start that it brought replies from over 50 per cent of those addressed. This record is sufficiently unusual to warrant studying the letter in more than a casual way and with any doubts concerning its merits entirely absent.

The letter was used to bring back to the Carey Salt Company's fold accounts that were lost, strayed or stolen. This makes the tabulation of results all the more remarkable for it is a genuine feat, usually, to draw a reply from a customer who has ceased purchasing. Incidentally, it is well to remark that the letter is not entirely original. The Carey Salt Company had come across the idea in a letter received from another firm whose name cannot now be recalled.

Here is the letter:

DEAR SIR:

This letter is from me to you. Never mind The Carey Salt Company.

I want to talk over a few things with you. The folks here in the Service Department tell me that they have sent you letter after letter, and house-organs

and folders, trying to interest you in our up-to-date line of salt and the many effective ways we are helping our dealers. I see that no orders have been entered for you since 19.....

You see, you certainly have me "guessing" for you have never told us to quit; yet you never signified your interest in any way. I wonder if the letters and literature reached you. What's the trouble? Won't you let us figure on your next shipment?

Now, just listen. I am not in business for myself, but I am working for The Carey Salt Company. I am putting every ounce of my ambition, energy, "steam,"—my heart and soul into their business. And they are splendid people to work for. But, say, I have to show results—just the way you have to in your business.

Won't you give my firm a chance to demonstrate what they can do for you? Not that I am "begging" for an order—not that at all, but because the service we will give you if favored with the next order will convince you that you can safely consider my firm as your regular source of Salt supply hereafter.

But, if you are not convinced that you should risk a few dollars "on me" and resume business relations with us, then I will ask you to do this:—investigate our firm thoroughly; inquire about us from a dozen different sources; then last of all, this; if you are still shaking your head crosswise at my long letter and don't want to write me a letter, well then, do this:—

Tell me why you won't buy from our house; why you won't let us help you make more money from your Salt Department—tell me on the enclosed postal. Surely you will do this little thing, won't you?

Sincerely,
Mgr. Sales-Advertising Service.

The letter was signed by R. G. Streeter, manager of sales and advertising. The postcard was a Government card with a printed address on the front side. On the reverse side, the following was printed:

BRICK BATS OR BOUQUETS—WRITE THEM HERE

If you have no particular complaint and expect to do business with my firm when conditions with you again warrant say "yes" here
When shall we quote you on your next salt requirements?192....
Was previous service unsatisfactory?
Did quality fail to please?
Is Carey advertising

a.d.a

Proves Big Sales Winner in Poor Territory

*"Sales traceable to campaign, during past
two months, \$29,000. Names on
mailing list, 373."*

THIS is the first individual dealer report of results obtained in a national Caxton a.d.a (Applied Direct Advertising) campaign, operated under the direct control and supervision of the manufacturer, after the close of the campaign.

Other highly satisfactory reports have come from dealers during the course of the campaign, but the manufacturer's advertising manager was particularly pleased with the report above because this dealer is in a recognized poor territory.

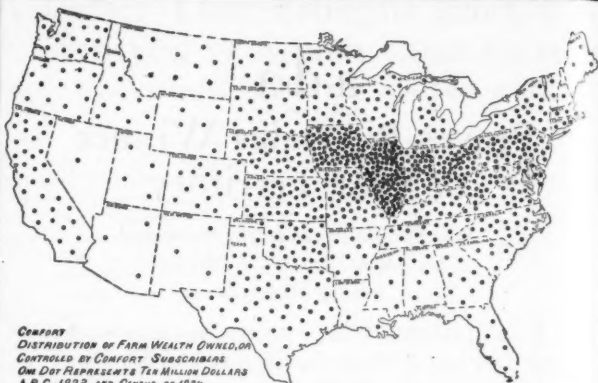
All the features of this campaign and other successful Caxton a.d.a campaigns, combining localized national advertising and individualized local advertising, are presented in Caxton's new Direct Mail exhibit. This is an instructive display of the pre-selling advantages of Applied Direct Advertising to the manufacturer and his retail organization. It is being shown by Caxton's Sales Promotion Counselors.

Our book "Pre-Selling" mailed free upon request of sales, sales promotion and advertising managers of manufacturing concerns with national distribution. To others the cost is one dollar.



THE CAXTON COMPANY

Applied Direct Advertising
CLEVELAND, OHIO



Ten Million Dollars a Dot!

TALK about gold mines—every dot on this map represents the location of a mine of ten million dollars—COMFORT subscribers' dollars.

Note particularly where these gold mines occur most generously—Illinois, Indiana, Ohio and Penn. Millions upon millions there.

But every section of the country has its full quota of COMFORT gold mines.

COMFORT subscribers are producers—good worthy citizens who have their full share of buying power. Ask any COMFORT advertiser.

If you are not on business terms with COMFORT'S readers, so far as you are concerned, COMFORT'S gold mines are buried treasure.

For You

Agency men—space buyers get the facts on rural circulation. COMFORT has just issued a circulation analysis that will open your eyes to new advertising markets. Send for a copy.

But, if you want to stake out your claim we will supply the map and show you where to break ground.



Augusta, Maine

NEW YORK
Walter R. Jenkins
1637 Aeolian Hall

CHICAGO
Frank H. Thomas
1635 Marquette Bldg.

non-effective?
 Any other ways we
 failed to please?
 Are you permanently out of
 the salt market?
 Are you buying Carey Salt
 through a Jobber?
 If so give name here

The letter, first of all, is personal. It is bathed in the warmth of humanness and there are very few hard-boiled people who will not soften when subjected to this influence. Mr. Streeter confirms this when he writes **PRINTERS' INK** that, in addition to receiving replies on the return postal from over 50 per cent of the dealers addressed, "the letter brought forth many personal replies indicating that the customers appreciated the friendly tone of the letter and appeared anxious to reassure me that in the near future they would again favor us with their salt business."

Made General Sales Manager of Winchester-Simmons

J. Clarke Coit has been elected general sales manager of the distributing companies of The Winchester-Simmons Company, New Haven, Conn. He succeeds L. E. Crandall, whose resignation previously was reported in **PRINTERS' INK**. Mr. Coit joined The Winchester-Simmons Company of St. Louis as president last February. He formerly had been president of the Lee-Coit-Anderson Hardware Company, Omaha. In order that he may continue active management of the St. Louis company, Mr. Coit will have his headquarters in that city.

Women's Hosiery Account for Sehl Agency

Silkose, Chicago distributor of women's chiffon and silk hosiery, has placed its advertising account with the Sehl Advertising Agency, of that city. Newspapers and women's publications will be used for this account.

H. A. Elman & Company, wholesale tailors, and the John C. Mason Company, manufacturing tailors, both of Chicago, also have appointed the Sehl agency to direct their advertising.

New Account for Harry Botsford

The Charles N. Hough Manufacturing Company, Franklin, Pa., manufacturer of oil field specialties, has placed its advertising account with Harry Botsford, Titusville, Pa., advertising agent. Business papers, newspapers and direct mail will be used.

E. S. Evans in Charge of Bassick Group Sales

E. S. Evans, president of the E. S. Evans Company, a subsidiary of the Bassick-Alemite Corporation, Chicago, and E. E. Allyne, president of the Allyne-Zerk Company, Cleveland, a subsidiary recently acquired to avoid expensive patent litigation, have been elected vice-presidents of the holding company. Mr. Evans is in charge of sales including the Bassick Manufacturing Company, and the Allyne-Zerk Company. Mr. Allyne will supervise production of both Alemite and Allyne-Zerk lubricating systems.

General directions of the properties is vested in a committee composed of E. W. Bassick, president of the Bassick-Alemite Corporation; James G. Alexander, vice-president of the Central Trust Company, Chicago; Mr. Evans and Mr. Allyne.

Buy San Francisco "Bulletin"

The San Francisco *Bulletin* has been purchased by a syndicate which includes A. B. C. Dohrmann, merchant; Wallace M. Alexander, shipping and sugar magnate; C. C. Moore, and Charles E. Stanton, recently publisher of the San Francisco *Examiner*, all of San Francisco. Mr. Stanton becomes publisher of the *Bulletin*, and Alfred Holman, formerly publisher of the San Francisco *Argonaut*, becomes editor. The purchase price is reported as one million dollars. The *Bulletin* was established in 1855.

"Engineering and Contracting" to Publish Catalogue

A catalogue of manufacturers of construction materials, road building machinery and maintenance equipment will be published by the Engineering and Contracting Publishing Company, Chicago, early in 1925. It will be called "The Highway Catalogue." C. E. Bregenzer will be manager. He was formerly editor of "Sweet's Engineering Catalogue."

C. C. Crosby Joins New York "Evening Bulletin"

Charles C. Crosby has joined the staff of the New York *Evening Bulletin* as classified advertising manager. He has been engaged in newspaper advertising work for a number of years. Until recently he was manager of the Harlem office of the New York *Sun*, the New York *Herald Tribune* and *The New York Telegram and Evening Mail*.

Pettijohn's Account for George L. Dyer

The Quaker Oats Company, Chicago, has appointed The George L. Dyer Company, advertising agency, to direct the advertising of Pettijohn's breakfast food.

"Stop Giving Things to Your Dealers"

Advice on the Dealer Help Problem after Fifteen Years of Study

By George B. Hendrick

General Sales Manager, W. L. Douglas Shoe Co.

THERE are, in the main, three great divisions of effort by which we may secure greater volume of sales; three ways in which we may get more business. Three separate departments perhaps may work in their separate ways to bring in more orders. Each one of these lines of endeavor, however, are functions of the sales department just as much as that one of them which relates to salesmen alone. These three divisions of our work are:

(1) To secure more sales through salesmen.

(2) To cause more orders to come direct from dealers.

(3) To cause increased volume from dealers by increasing the business of our dealers.

(Reference to work through jobbers and jobbers' salesmen is omitted.)

In all three branches of our work advertising plays an important role. I am not speaking of display advertising—the magazine and newspaper advertising, which is so important and which is well done in a high percentage of cases, but rather of that other advertising which comes under the general classifications of *direct advertising*; sales displays, dealer helps, etc., etc.

So important is the advertising to the success of our activities that in many, many industries that part of the advertising work which directly assists us to accomplish along these three lines is actually a part of the sales department work.

It is granted that, to create result-producing advertising, a trained advertising man is absolutely essential, but it is equally true that sales training is neces-

sary and the advertising man does not exist who can do properly the sales promotional advertising work the sales department requires without frequent and constant contact with salesmen and especially with dealers.

The men who have the job of producing sales-help advertising should travel with salesmen. They should call on many, many dealers and they should continue month after month to study first hand the needs of the salesmen and the peculiarities and requirements of the dealers.

It is in the third of these divisions of our endeavor that we as sales managers do our worst. We either have no control over our dealer helps or we do not exercise supervision over them.

And it is not only in the preparation and production of the dealer help material that we fall down. It is also in its distribution. This part of our work is of the very greatest importance and we too often leave it to others with the occasional contacts between advertising and sales departments that form the smoke screens which prevent real co-operation between the two departments. Personally, I like to see the sales promotion work done in the sales department. I like to see a sales promotion manager who is a trained advertising man connected with the sales department. But, however the work is done, let it by all means have the chance to make good that other parts of the sales work has.

The possibilities in successful dealer promotion work are tremendous. There is the greatest field for increasing our business. Let us do this part of our jobs successfully and we need have no worry about the volume of sales. We all know this. We all realize

Part of an address made before the Paint and Varnish Sales Managers' Council at Detroit.

Effective June 1, 1924, the Janesville Gazette announces the appointment of Weaver-Stewart Company, Inc. as special representatives in the Eastern field with offices in the Metropolitan Tower, New York City.

Effective July 1, 1924, the Janesville Gazette announces the appointment of Weaver-Stewart Company, Inc. as special representatives in the Western field with offices in the London Guarantee Building, Chicago, Illinois.

THE JANESVILLE (WIS.) GAZETTE

H. H. BLISS, Publisher

THOS. G. MURPHY, Adv. Mgr.

"An Unusual Newspaper"—Member of Wisconsin Daily Newspaper League

Effective June 1, 1924:

Weaver-Stewart Co., Inc., Eastern Rep.
Metropolitan Tower, New York City

Effective July 1, 1924:

Weaver-Stewart Co., Inc., Western Rep.
London Guarantee Bldg., Chicago

this. But most of us do not get the increase we ought to get in this direction. Let's figure a minute.

Suppose we have 5,000 dealers. Suppose we get half of them to increase their sales four dollars a week. Fifty times four and then times 2,500 and the result is half a million dollars. Many of us would be pleased with this increase alone in one year. Do we do this job? No! Hardly any of us do it.

We fail to get real results from our dealer promotion work because:

(1) Our dealer helps lack effectiveness.

(2) Our methods of distribution are not efficient.

(3) And, because the dealer makes mighty poor use of the material we furnish.

It is unfortunate that there are so many reasons why we get out dealer helps that do not help. Not the least of these is because dealers in many cases prefer ineffective stuff to that which will bring them business.

Under our present method of handling dealer helps the waste is appalling. For nearly fifteen years I have made a study of the use of sales promotion material by retailers and I tell sales managers and advertising managers that if they will really go out with an open mind and investigate what becomes of their sales helps they will devise new ways to increase the sales of their accounts. I have seen scores of small stores with more signs, displays, posters, folders, than the manufacturers' profit on all of the merchandise in the stores. I have seen thousands and thousands of dollars' worth of folders going to waste on and, in many cases, under the counters. I have seen screen displays costing three or four dollars apiece used for workmen to lie on working under a car. Expensive metal racks, counter display boards and all kinds of things of that character may be found in the back room of any store of any kind almost anywhere. Even our own branch houses and our own salesmen fail to use material on which

we depend for increased sales.

There are, as I have said, many reasons why our dealer helps fail to produce the additional volume of sales which we ought to have from that part of our activities.

The fault lies in many places. It lies with the fact that many of us do not believe that our salesmen should spend much time doing what we term advertising work. We fail properly to educate our salesmen to the great possibilities in dealer promotion work. We fail properly to educate our dealers to be better merchants. And we help the job along by dumping great quantities of dealer helps on our dealers and leaving it there with the most perfunctory request or advice regarding its distribution. We actually compete with each other to see which one of us can give the dealer the most stuff to waste. We foster to our utmost the unwillingness of our dealers to co-operate in the proper appreciation of sales helps and we encourage him to do less and less by competing to do more and more of the work which must be done by him before it can amount to anything really effective.

HERE'S THE SOLUTION OF THE PROBLEM

The key to the problem lies in just six words: "*Stop Giving Things to Your Dealers.*"

Require of your dealers that they pay for the material that you give them and that material will be used. Require that they invest their money in the effort to bring more business to them and you will get the necessary co-operation to make that effort effective. Insist that your dealers share the expense and the awful waste of time and money and material will stop.

If you continue to give, give, give to your retailers you continue to have to give. Each season things more and more expensive are demanded of you. There is no end. We are required to furnish and maintain sign-boards, to paint entire buildings, to build marquees. And this is all charged to dealer helps. And the strange

The Religious Press for God and Country

Truth

Established 1898

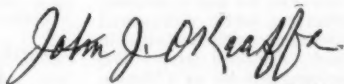
412 Eighth Avenue
New York City, N. Y.

Magazines Which Lead Opinion

Very few periodicals pretend nowadays that they lead public opinion. Most of them follow public opinion. The old "power of the press" survives in the Catholic periodicals. Catholics buy their periodicals to get leadership. They do not contest the statements they read on matters of their faith. Catholics trust their editors.

TRUTH MAGAZINE is one of the leading Catholic publications—a member of the Catholic Press Association ten consecutive years—a member of the Audit Bureau of Circulations nine consecutive years.

TRUTH MAGAZINE can be greatly helpful in influencing sales in this worth-while Catholic market. The August number will go to press on the first of July.



President

JOSEPH P. SHEILS
Western Advertising Office
906 Boyce Building
Chicago, Ill.

EDWARD P. BOYCE
Eastern Advertising Office
706 Emmet Building
New York, N. Y.

part of it is that this is as unfair to dealers as a whole as it is to manufacturers. Under this system we give to some dealers at the expense of others. We fail to spend our money effectively because we think that we must satisfy the demands of some of our dealers.

The curious part of the whole situation is that dealers will pay for the right kind of help properly presented to them.

Another Industry Forms Sales Promoting Organization

THERE has been formed at Chicago the Evaporated Milk Association for the purpose of promoting the use and consumption of evaporated milk. The activities of the new association have been outlined as follows: "It will institute and conduct research and educational work to inform the public as to the character, quality, convenience, economy and general virtue of evaporated milk. It will collect and disseminate such statistics and information as will further this objective. The association is not to engage in any directly commercial enterprise with the evaporated milk business and is not to conduct any activity or business in connection with or affecting in any way prices or competition."

Herbert C. Hooks has resigned as treasurer of the Hires Condensed Milk Company, Philadelphia, to direct the new association. He has been associated with the Hires company since 1906 and, during the war, he was a member of a committee which represented the evaporated milk industry in the Food Administration. His headquarters will be at Chicago.

L. R. Hardenbergh, of the Carnation Milk Products Company, is chairman of the association; C. T. Lee of the Nestles Food Company, vice-chairman and E. G. Ansell, Oatman Condensed Milk Company, treasurer. These officers together with the following members constitute the

executive committee: W. T. Nardin, Pet Milk Sales Corporation; C. S. Parsons, The Borden Company; H. C. Carr, Libby, McNeill & Libby, and J. F. Enz, of the Danish Pride Milk Products Company.

Changes Name to

The Conestoga Corporation

The Conestoga Corporation, Bethlehem, Pa., has been organized to succeed The Toy Cannon Works, manufacturers of Big-Bang cannon and pistols.

"During the next few months," J. H. Wiley, president of the company, informs PRINTERS' INK, "we will bring out several new items which are not related to Big-Bang noise makers in any way. It is for this reason that we are changing the name. Other toys as well as utility articles could not be manufactured and merchandised to advantage under the name of Toy Cannon Works." The slogan of the company is "Fairplay."

Herbert F. Gunnison Receives Honorary Degree

Herbert F. Gunnison, publisher of the Brooklyn *Daily Eagle*, received an honorary degree, doctor of laws, at the sixty-second annual commencement of St. Lawrence University, at Canton, N. Y., last week. Mr. Gunnison is a member of the class of 1880.

New Campaign Started on Smoking Mixture

The Imperial Tobacco Company, Ltd., Montreal, has just commenced a Dominion campaign for Piccadilly London Smoking Mixture. Double-column copy is being used. This account is handled by A. McKim, Ltd., Montreal advertising agency.

Pottery Account for Joseph Schmidt Agency

The Acton Tile & Pottery Company, Cincinnati, has placed its advertising account with the Joseph Schmidt Advertising Company, Cincinnati advertising agency. Business-paper and direct-mail advertising will be used.

Seattle Office for Prudden, King & Prudden

Prudden, King & Prudden, Inc., publishers' representatives, New York, have opened an office at Seattle, Wash. Arthur L. Neitz is manager.

Langrock Postpones Campaign

An advertising campaign planned by Langrock Fine Clothes, Inc., New York, has been postponed. The account has not been placed with Street & Finney, as has been reported.

e 19, 1924

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Stage Is Set for London Advertising Convention

Program Practically Completed for Annual Convention of Associated Advertising Clubs of the World at London, July 13 to 18.

WITH the formulation of programs for departmental meetings the stage has been set for the convention of the Associated Advertising Clubs of the World, which will be held at London from July 13 to 18.

This year the task of preparing the programs for the various meetings of the departmentals has been a difficult one. A number of the departmentals are meeting in joint session with organizations representing similar advertising interests in Great Britain.

Many means have been used by the various committees in their efforts to complete the list of speakers on both sides of the ocean. Some departmentals have sent representatives abroad to confer with the British committees with which they are co-operating but the principal means relied upon have been the use of the cable and transoceanic mail. The work has now progressed to the point where a definite program has been formulated. In arrangement it follows the policy adopted in preparing the programs for the general sessions of the convention in that the advertising interests of both countries are represented.

The general plan of the program for the convention gives Sunday, Monday and Tuesday morning for general meetings. Tuesday afternoon and Wednesday are given over to departmental meetings. Thursday will be devoted to general business, election of officers and award of trophies. The speakers at the general sessions have been reported in PRINTERS' INK of March 13, April 24 and June 5.

There are two meetings of particular interest to American advertisers who desire to learn something of the methods under which business is conducted abroad. One is a business research meeting which will focus

its attention on the subject of marketing. What is the place of statistics in business? What is the cost of doing business at retail? How can the markets for basic industries be developed? These are some of the marketing problems which will be discussed from the experience of British business men.

The American speakers, in exchange, will tell of the progress of research work in American business institutions and colleges.

The other meeting referred to is even more international in the selection of both subjects and speakers. This is the meeting of export advertisers which will discuss marketing conditions in various countries of the world. Representatives from South Africa, Scandinavia, Australasia and Italy will be among the speakers at this meeting.

The programs for the other departmentals all follow the same objective: To secure for their members the greatest amount of information regarding methods and practices which make for successful business in other countries. In return American and Canadian speakers will give the business men abroad the benefit of their business experience.

The headquarters office of the Associated Advertising Clubs has released the programs of the following departments:

Business Research Meeting, Export Advertisers Meeting, Association of National Advertisers, Community Advertising Department, Advertising Specialty Association, Direct Mail Advertising Association, Newspaper and Magazine Representatives, Graphic Arts Association, Associated Retail Advertisers, Church Advertising Department, Screen Advertisers Association, Associated Business Papers and National Industrial Advertisers Association, Poster Advertising Association, National

Association of Newspaper Executives, American Association of Advertising Agencies, Financial Advertising Association, Federation of Women's Advertising Clubs of the World, and Public Utilities Advertising Association.

The programs for these associations and departments follow:

BUSINESS RESEARCH MEETING

Sir William Larke, K. B. E., director of the National Federation of Iron and Steel Manufacturers, and Major Van Der Heuvel, commercial director, J. C. Eno & Co. Ltd., will be chairmen. The British speakers will be:

"Development of Markets for Basic Industries," Sir Stanley Bois, member of the council of the Rubber Growers' Association, and a partner in Bois Bros. & Co.; "The Place of Statistics in Business," Dr. A. L. Bowley, Sc. D.F. S.S. F.E.S., Professor of Statistics in the University of London; "Simplification as Successfully Applied to British Production and Marketing," Cecil Chisholm, M.A., marketing and merchandising consultant, chairman of Business Publications Ltd.; "The Cost of Doing Business at Retail," H. Gordon Selfridge, chairman and managing director, Selfridge & Co. Ltd.; "The Application of Design in Marketing," Charles Tennyson, C.M.G., deputy-director of the Federation of British Industries, and "How Research Has Helped to Build Messrs. Joseph Lyons' Success," Major Alfred Salmon, C.B.E., D.L., chairman and managing director, J. Lyons & Co. Ltd.

Harry Tipper, secretary of the Class Journal Co. of the United Publishers Corporation, New York, will preside over the American session. The speakers will be:

"Research Work in American Business Institutions," Paul T. Cherington, J. Walter Thompson Co., New York; "Business Research in the Colleges of the United States," Professor George B. Hotchkiss, New York University; "Statistical and Research Services in the United States," Professor Daniel Starch, Harvard University, and "Research in American Advertising," Harry Dwight Smith, Fuller & Smith, Cleveland, Ohio.

EXPORT ADVERTISERS MEETING

"Holland and Belgium," Fernand Marteaux; "France," a nominee of the Paris committee; "Latin America," James S. Martin, foreign publicity manager, Remington Typewriter Company, New York; "Spain and Italy," H. A. Lawrence, editor, "Kelly's Customs and Tariffs of the World," New York; "India," Sir D. T. Keymer; "Japan," Sir Edward Crowe; "Australasia," C. H. Jones, advertising manager, Melbourne *Argus*; "United States," Mont H. Wright, publicity director, John B. Stetson Company, Philadelphia; "Sweden," E. G. Sahlin, American consul general at Sweden; "Denmark and Norway," a nominee from

Scandinavia to be announced; "South Africa," A. H. Taplow, advertising manager, South African Railways and Harbors; "Canada," W. A. Lydiatt, president, Marketing Publishers Ltd., Toronto, and "Attacking an Export Market," Eric Field, of Erwoods Ltd., London.

COMMUNITY ADVERTISING DEPARTMENT

Tuesday Afternoon: Remarks by Lord Ashfield, who will preside; presidential address by Charles F. Hatfield, St. Louis, Mo.; report of J. M. Mallory, Savannah, Ga., secretary-treasurer, British speaker, to be announced, and Don E. Mowry, general secretary, Association of Commerce, Madison, Wis., "The Service That a Railway Renders to a Community," followed by general discussions.

Wednesday Morning: Charles F. Hatfield, presiding; British speaker, to be announced; Roland B. Woodward, general secretary, Chamber of Commerce, Rochester, N. Y., "The Relation of Chambers of Trade and Commerce to Municipal Authorities"; general discussion; British speaker, to be announced, and A. W. Neally, Geyer-Dayton Company, Dayton, Ohio, "How to Boom Holiday Resorts." This session will close with a general discussion.

Wednesday Afternoon: Charles F. Hatfield, presiding; Carl F. G. Meyer, president, St. Louis Advertising Club, "Communal Publicity for the Development of an Industrial Centre"; British speaker, to be announced; discussion; Gurney Lowe, Associated Advertising Clubs, New York, "The Neosho Plan"; British speaker, to be announced; discussion; Merrill C. Jenkins, president, New Haven, Conn., Advertising Club, "Town Planning," and a British speaker, to be announced; discussion, and H. B. Dickinson, manager, Columbus Conventions, Expositions and Community Service Association, Columbus, Ohio, "Publicity as a Factor in the Development of Civic Pride." The meeting will close with an address by a British speaker who will be announced later.

ASSOCIATION OF NATIONAL ADVERTISERS, INC.

The meetings of the Association will be held jointly with the Incorporated Society of British Advertisers. The names of the speakers who will represent the latter Association have not been received.

Tuesday Afternoon: Subject: "Net Sales" or "Circulation Audit Reports," O. C. Harn, advertising manager, National Lead Co., New York; Louis Wiley, business manager, New York *Times*, and Stanley Resor, president J. Walter Thompson Co., New York, and president of the American Association of Advertising Agencies.

Wednesday Morning: Subject: "The Advertiser and the Advertising Agent," P. L. Thomson, president, Association of National Advertisers, Inc., and publicity manager of the Western Electric Company, and John Sullivan, secretary-treasurer of the Association.

Do You Make Garbage and Ash Cans?

Are You One of These?

THE WITT CORNICE CO.

Cincinnati, Ohio

NATIONAL ENAMELING & STAMP-
ING CO. New York, N. Y.

ROCHESTER CAN CO.
Rochester, N. Y.

ATLANTIC STAMPING CO.
Rochester, N. Y.

WHEELING CORRUGATING CO.
Wheeling, W. Va.

AMERICAN CAN CO.

New York, N. Y.

GEUDER, PAESCHKE & FREY CO.
Milwaukee, Wis.

CINCINNATI GALVANIZING CO.
Cincinnati, Ohio

REPUBLIC METALWARE CO.
Buffalo, N. Y.

THE F. H. LAWSON COMPANY
Cincinnati, Ohio

An investigation was undertaken, and has just been completed by us, at the order of a group of steel men seeking an outlet for a surplus of sheets. They have decided not to manufacture ash and garbage cans.

Probably no more thorough research and market survey for any product has ever been made anywhere.

Its value to any one of the above-named companies cannot be calculated in terms of dollars and cents. There exists, nowhere else, the focused facts—all the facts—about the manufacturing, merchandising and advertising of this particular industry. There's not space here to give even the table of contents, but—

The gist of the matter is this: We are now in a position to serve as the advertising agency of any single one of the above companies, to bring to it exact knowledge of the market, the competition, the reaction of jobber, dealer and consumer, and a wealth of other things essential to the carrying out of a successful campaign.

When we say that it will certainly pay to get in touch with us and learn the full details, we do not exaggerate.

BISSELL & LAND, INC.

337 Second Ave. Pittsburgh, Pa.

Advertising Agents and Merchandising Counsellors

Wednesday Afternoon: Subject: "Export Advertising." Mont H. Wright, publicity director, John B. Stetson Co., Philadelphia; Howard Heinz, president, H. J. Heinz Co., Pittsburgh, and J. S. Martin, foreign publicity manager, Remington Typewriter Co., New York.

NEWSPAPER AND MAGAZINE REPRESENTATIVES

The Fleet Street Club, of London, periodical and newspaper publishers' representatives, will participate in this meeting.

Tuesday Afternoon: Newspaper: "Outline of Our Plan of Work," William F. Rogers, chairman, Bureau of Advertising of American Newspaper Publishers' Association, and "Selling Newspaper Advertising Space," F. St. John Richards, Eastern representative, St. Louis *Globe-Democrat*.

Magazine: "Magazine Advertising in America," James O'Shaughnessy, secretary, American Association of Advertising Agencies, and "Some Side-Lights on Magazine Advertising," George French, New York.

For newspapers and magazines: "The Advertising Salesman," Paul Block, Paul Block, Inc., advertising director, *Pictorial Review*, and newspaper publisher and representative.

ADVERTISING SPECIALTY ASSOCIATION

Wednesday Morning: "The Value of Advertising Specialties," U. Rae Colson, U. Rae Colson Company, Paris, Ill.; "Art in Advertising," E. J. Barklow, vice-president, Gerlach-Barklow Company, Joliet, Ill., and "The Place of the Advertising Specialty in a National Campaign," by Carroll H. Sudler, Ketterlinus Litho. Co., of Chicago. Additions will be made to this program when the names of the British speakers are known. There also will be a showing of the Association motion-picture film, "The Way to Success."

THE RETAIL ADVERTISERS' ASSOCIATION

This meeting will be held in conjunction with the Incorporated Association of Retail Distributors, London.

Delegates will assemble at Harrods Store on Tuesday noon, where they will be the guests of the firm at lunch.

Tuesday Afternoon: Sir Sydney M. Skinner, J. P., chairman, John Barker & Co., Limited, London, and permanent vice-president, Incorporated Association of Retail Distributors; Sir Woodman Burbidge, Bart, C.B.E., chairman and managing director, Harrods, Limited, London, "Merchandising a World Store"; Joseph B. Mills, publicity director, J. L. Hudson Company, Detroit, Mich., "Retail Advertising—Quantity Versus Quality"; Percy A. Best, managing director, James Schoolbred & Co., Ltd., London, and Sir Charles Higham, Charles F. Higham, Limited.

Wednesday Morning: Chairman, Theodore Gold Morgan, director, Henry Morgan & Co., Limited, Montreal, and president, Associated Retail Advertisers; Sir Sydney M. Skinner, John Barker & Co., Ltd., London, and vice-president,

Incorporated Association Retail Distributors, "Executive Factor in Building a Business"; Sheldon Coons, advertising director, Gimbel Brothers, New York, "Sales and Publicity Methods of Large Department Stores"; John Lawrie, William Whiteley, Limited, London; Vern C. Devine, president, Standard Corporation, New York and Chicago, "Retailing as a Civic Force"; Frank Chitham, director and general manager, Harrods, Ltd., London, and Horace Imber, London *Daily Chronicle*.

Wednesday Afternoon: Chairman, Sir Woodman Burbidge; Eric M. Gamage, director and general manager, A. W. Gamage, Limited, London; Frederick M. Farrar, The Typographical Service Co., New York, "The Value of Typography in Advertising," illustrated; F. Richmond, Debenhams, Limited, London, and Edward Filene, president, William Filene's Sons Co., Boston, "Advertising and World Peace."

On Wednesday evening there will be a banquet at the Savoy Hotel when every overseas delegate in the retail section will be the personal guest of a British retail advertiser. There also will be a luncheon at Wembley on Thursday noon, when the delegates will be the guests of Lord Waring, chairman and managing director, Waring & Gillow, London.

GRAPHIC ARTS ASSOCIATION

A joint meeting will be held with the Federation of Master Printers.

"The Labor Problem in the Printing Industry," Charles Francis, of the Charles Francis Press, New York, founder of the Printers' League; "The Printer and the Advertiser," John R. Demarest, chairman graphic arts section, Wilson H. Lee Company, New Haven, Conn.; "The Printer as a Salesman," William J. Betting, treasurer, Redfield, Fisher & Wallace, Inc., New York, and "Organization in the Printing Industry," John Clyde Oswald, publisher of *The American Printer*, New York.

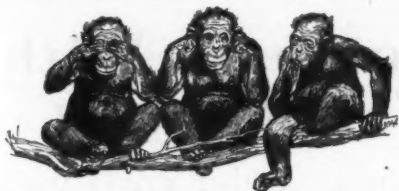
DIRECT MAIL ADVERTISING ASSOCIATION

The British Federation of Direct Mail will meet in conjunction with the Direct Mail Advertising Association.

The American speakers will be: "Where and How to Use Direct Mail Advertising in Marketing," Homer J. Buckley, president, Buckley, Dement & Company, Chicago; "Selling by Mail—(Post)," John Howie Wright, publisher of *Postage*, New York; "Direct Mail of Today and Tomorrow," Joseph B. Mills, president, Direct Mail Advertising Association, Detroit; "Specific Sales Success from the Use of Good Live Mailing Lists," R. N. Fellows, advertising manager, Addressograph Company, Chicago, and "Business-Building Letters," by Louis Balsam, editor *The Mailbag*, of Cleveland.

ASSOCIATED BUSINESS PAPERS, INC.

The program for this Association will be participated in by the Periodical, Trade Press & Weekly Newspaper Proprietors' Association, Ltd., and the Na-



Seesay is Better than Hearsay

By James Wallen



Look for this Emblem

THE old Flemish housewives say that one should accept the evidence of his eyes, not his ears.

Columbus appealed to the eyes when he demonstrated his theories to the skeptics with an egg.

The advertiser utilizes pictures with equal grace and facility. Pictures can tell the whole truth. They do not forget essential details.

Pictures will tell the story of your product so that even the unlettered can read. The larger audience, to whom your advertising must appeal, accept the evidence of their eyes without question. The manner in which your illustrations are produced is of grave import.

The American Photo-Engravers Association has devoted concerted thought and study to making better engravings available in every community in America. The association is endeavoring to make high standards of craftsmanship obtain in the metropolis and industrial center alike.

It has set as its goal uniformity of quality such as has never before been known in a nation-wide industry. Members of the American Photo-Engravers Association wherever they may be located, have aligned themselves with the best thought of the times in their business.

The code and creed of the American Photo-Engravers Association is set forth in a booklet entitled "The Relighted Lamp of Paul Revere." This booklet, which may profitably fill a spare quarter hour, may be had on request either from your engraver or the association headquarters.

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

Copyrighted 1924—American Photo-Engravers Association

Compare With The Century

"It isn't the clock that strikes the loudest that keeps the best time."

Century circulation does not compare favorably in mere numbers, but quality circulation—or quality "anything else" for that matter—can't be intelligently bought on the basis of ciphers.

Century appeals only to that class of people above being patronized. The appreciation of **Century** readers is based on a table of contents that does not blatantly acclaim itself.

A comparison of **Century** readers with the readers of other magazines will show greater buying power per page dollar.

"The value of any publication as an advertising medium depends directly upon the depth and extent of the confidence its readers have in it, whether there are a thousand or a million of them." We repeat

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tional Industrial Advertisers Association.

Tuesday Afternoon: General Session: Chairman, Fritz J. Frank, president, Associated Business Papers and president, Iron Age Publishing Company, New York; "The Business Paper—The Main Highway to Specific American Markets," Jesse H. Neal, secretary-manager, Associated Business Papers and secretary of the A. A. C. of W.; "How the Hyatt Roller Bearing Company Uses Business Papers," Philip C. Gunion, advertising manager, The Hyatt Roller Bearing Company, Harrison, N. J.; "Industrial Co-operation in the United States, and the Business Papers," Harry Tipper, secretary, The Class Journal Company, of the United Publishers Corporation, New York; address by Sir Ernest Benn, Bart, C.B.E., Benn Bros., Ltd., and "Factors to be Considered in Writing Advertising Copy," J. C. McQuiston, manager, department of publicity, Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

Wednesday Morning: General Subject: "Industrial Markets," Chairman, Julius S. Holl, vice-president, The National Industrial Advertisers Association, and advertising manager of the Link-Belt Company, Chicago; "Industrial Markets of America," (illustrated with charts and lantern slides), Malcolm Muir, vice-president, McGraw-Hill Company, New York; "Some Industrial Advertising Achievements in the U. S. A.," Bennett Chapple, director of publicity, The American Rolling Mills Co., Middletown, Ohio; address by Rt. Hon. Lord Riddell; "Mechanics of Industrial Advertising and Today's Practice," G. W. Morrison, publicity manager, Ingersoll-Rand Company, New York; address by Ewan S. Agnew, of *Punch*; "The Use of Direct Mail in Industrial Advertising," Ezra W. Clark, advertising manager, Clark Tractor Company, Buchanan, Mich., and "Advertising and Marketing to the Machine Tool Industry in the U. S. A.," E. P. Blanchard, advertising manager, The Bullard Machine Tool Co., Bridgeport, Conn.

Wednesday Afternoon: General Subject: "Trade Markets," Chairman, Sir Edward Iliffe, G.B.E., Iliffe & Sons Ltd., "Distribution in American Markets," A. C. Pearson, vice-president, United Publishers Corporation, New York; "The Place of Dealer Papers in American National Advertising Plans," M. P. Gould, M. P. Gould Company, advertising agency, New York; "Distribution to British Markets," Captain A. U. M. Hudson, Morgan Bros., Publishers Ltd.; "Co-operation between the Sales and Advertising Departments," Keith J. Evans, advertising manager, Jos. T. Ryerson & Son, Chicago, and "Advertising in Relation to the Distribution of Merchandise to British Markets," Colonel Hutchinson, The London Press Exchange.

CHURCH ADVERTISING DEPARTMENT

The American section of the program follows: "The Country Church," E. T. Meredith, former Secretary of Agriculture, and publisher, *Successful Farm-*

ing, Des Moines; "Forms of Church Advertising," John Clyde Oswald, publisher *The American Printer*, New York; "The Need for Church Advertising," Dr. W. J. Stidger, Detroit; "Illustrations of Church Advertising," Rowe Stewart, business manager, *Philadelphia Record*; "Backing Up Church Advertising," A. C. Pearson, vice-president, United Publishers Corporation, New York; "Space for Church Advertisements in Newspapers," James W. Brown, publisher, *Editor and Publisher*, New York; "What Is Religious or Church News?" James Schermerhorn, formerly publisher of the *Detroit Times*; "First Things in Church Advertising," Frank L. Blanchard, director of public relations, Henry L. Doherty & Co., New York, and "What Should the Church Advertise?" Rev. Charles Stelzle, New York.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Meeting with the Association of British Advertising Agents.

First Session: L. O. Johnson, president, A. B. A. A., presiding; "What Advertising Agency Service Means": In Great Britain, Percy Burton; and in the U. S. A., Roy S. Durstine, Barton, Durstine & Osborn, Inc., New York; "Agency Association Progress": In Great Britain, James Strong, and in the U. S. A., Newcomb Cleveland, The Erickson Co., Inc., New York.

Second Session: Stanley Resor, president, J. Walter Thompson Co., New York, and president, American Association of Advertising Agencies, chairman; "Markets of the British Empire," W. Lints-Smith, and "Markets of the U. S. A.," William J. Boardman, of George Batten Co., New York.

SCREEN ADVERTISERS ASSOCIATION

Chairman, Douglas D. Rothacker; Maurice J. Caplan, president, Metropolitan Motion Picture Company, Detroit, Mich., and vice-president of the Association; Bennett Chapple, director of advertising, American Rolling Mill Company, Middletown, Ohio, and A. V. Cauer, United Film Ad Service, of Kansas City, Mo.

NATIONAL ASSOCIATION OF NEWSPAPER EXECUTIVES

The meeting of this department will be participated in by the Newspaper Proprietors Association and the Newspaper Society, and Scottish Daily Newspaper Society and the Irish Newspaper Society.

Sessions will be held on the afternoons of July 15, 16 and 17 and on the mornings of July 16 and 17.

George M. Burbach, of the St. Louis *Post-Dispatch*, chairman; Cornelius Vanderbilt, Jr., president, Vanderbilt Newspapers, Inc., Los Angeles, "Tabloid Newspapers"; Louis Wiley, business manager, New York *Times*, "Development of American Newspapers"; William H. Rankin, president, Wm. H. Rankin Co., Inc., New York, "Newspapers, the National and International

Medium"; L. W. Claybourn, president, Claybourn Process Corporation, Milwaukee, Wis., "Color Printing"; E. Le Roy Pelletier, advertising manager, Rickenbacker Motor Co., Detroit, "The Successful Use of Newspapers in Developing the Automobile Industry"; John C. Kirkwood, St. James' Advertising Company, London, "British and American Newspapers Compared"; W. E. Donahue, Chicago *Tribune*, "Newspaper Merchandising Service," and Lou E. Holland, president, Associated Advertising Clubs, who will talk on "The Better Business Bureaus."

POSTER ADVERTISING ASSOCIATION

A joint meeting will be held with the London Bill Posters Association and the United Bill Posters Association.

Tuesday Afternoon: Chairman, Walter Hill, president, Walter Hill & Company, London; "Art of the Hoarding," Sir Herbert Morgan, K. B. E.; "The Psychology of Mass Selling," Colver Gordon, vice-president, Outdoor Advertising Agency of America, Inc., New York; "The Three Essentials," Clarence B. Lovell, Poster Advertising Co., Inc., New York, and "Poster Advertising a Commodity of World-Wide Consumption," which will be discussed by a British speaker.

Wednesday Afternoon: Chairman, E. L. Ruddy, president, E. L. Ruddy Co., Toronto, Canada; "The Educative Power of the Poster," W. E. D. Allen, London; "The Fundamentals of Poster Advertising," W. T. Sangston, advertising manager, Standard Milling Co.; British speaker to be announced later, and "Poster Advertising as a Factor in Marketing," Judge E. Allen Frost, Poster Advertising Association, Chicago.

WOMEN'S ADVERTISING CLUBS

Luncheon: Welcome by Miss Marion Jean Lyon, president, Women's Advertising Club of London, and advertising manager, *Punch*, presiding; address by British speaker, and "Women in the Advertising Profession," Miss Julia C. Coburn, publicity director, The LaSalle & Koch Company, Toledo, Ohio. Following the talk by Miss Coburn, Miss Lyon will turn the meeting over to the chairman of the Federation of Women's Advertising Clubs of the World, Miss Elizabeth V. Maguire, of Philadelphia.

Business Session: Reading of minutes of last meeting; report of woman member of executive committee of A. A. C. of W., Miss Katherine H. Mahool, of Baltimore; reports of Women's Advertising Clubs, and discussion, led by Mrs. Bernice Blackwood, executive secretary, Advertising Specialty Association, Chicago, "Suggested Activities for Advertising Clubs," and election of officers and representative on executive committee of the A. A. C. of W.

PUBLIC UTILITIES ADVERTISING ASSOCIATION

Tuesday Afternoon: British chairman presiding; address of welcome, the Rt. Hon. Lord Ashfield; president's address, W. P. Strandborg, Portland Electric Power Company, Portland, Oreg.;

"Company Ownership and Operation under Public Control," British delegate; "How to Win Good-Will for the Company," P. L. Thomson, president, Association of National Advertisers, publicity director, Western Electric Co., New York; "Co-operative Advertising of a Public Utility," and British delegate, and "Progress of Customer Ownership," Frank L. Blanchard, Henry L. Doherty & Co. and The Cities Service Company, New York.

Wednesday Morning: Frank L. Blanchard, presiding; "The American Traction Situation and the Part Publicity Has Played in It," Lucius S. Storrs, president, The Connecticut Company, New Haven, Conn.; "The Personal Element in Advertising," British delegate; "Education in Relation to Public Utilities," M. C. Robbins, publisher, *Gas Age-Record*, New York; "Railway Advertising," British delegate, and "Municipal Versus Corporation Ownership," B. J. Mullancy, People's Gas & Coke Co., Chicago.

The addresses are limited to twenty minutes each, in order to allow ample time for discussion. Examples of effective public utility advertisements will accompany the addresses and are to be displayed in the meeting room.

FINANCIAL ADVERTISING ASSOCIATION

"Trust Advertising," Clinton F. Berry, advertising manager, Union Trust Company, Detroit, Mich.; "Investment Advertising," Frank L. Blanchard, director of public relations, Henry L. Doherty & Co., New York; "Novel Advertising and Merchandising Plans," Harrison B. Grimm, manager of business extension department, Security Trust Company, Detroit, Mich., and "Savings Bank Advertising," speaker to be chosen.

R. C. Barr Joins Frowert Agency

Robert C. Barr has been appointed production manager of the Percival K. Frowert Company, New York advertising agency. He has been with The Dave Bloch Company, Inc., and the Charles W. Hoyt Company, Inc., both of New York.

R. S. Rowlett Associates with W. B. Wheelwright

R. S. Rowlett has become associated with William Bond Wheelwright, advertising and printing, Boston. Mr. Rowlett has been with the Strathmore Paper Company, Mittineague, Mass., as assistant superintendent.

Becomes Le Vene Advertising Company

The Le Vene-Friesley Company, San Francisco advertising agency, has been reorganized as the Le Vene Advertising Company, conducted by Nate Le Vene. Mr. Friesley is not associated with the new company.

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Judge!

ONE new client, after reviewing the results of his direct advertising, remarked, "If I had only known that there was such an organization as Evans-Winter-Hebb five years ago!"

Five years ago! In the meantime he has learned that direct advertising is like magazine advertising in one respect: Its preparation and production call for the coöperation of an organization that specializes in its execution.

In Evans-Winter-Hebb he has found such an organization, with standards that are as exacting as those of the well established national advertising agency.

The recommendations of this organization are based on careful analyses and they are executed by men who are trained to think and produce in terms of direct advertising, whether in planning, copy, layout, illustration, engraving or printing.

Five years from now! Will you say, "I am glad that I got in touch with Evans-Winter-Hebb in June, 1924"?

What may hinge upon one preliminary interview with an Evans-Winter-Hebb representative! Is there not a way to tell? Judge for yourself!

EVANS-WINTER-HEBB Inc. Detroit
Woodward at Erskine

The Evans-Winter-Hebb organization has within itself complete facilities for the planning and production of direct advertising and other printing: Analysis - Plan - Copy - Design - Art Engraving - Letterpress and Offset Printing - Binding - Mailing

Making People Fight for a Home

A San Antonio Home-Selling Plan That Caused Trolley Company to Make Special Preparations to Take Care of the Crowd

By Violet E. Coulter

GIVE most folks a chance and they'll fight for the privilege of owning their own "vine and fig tree." Three firms in San Antonio, Tex., have just proved this through a joint building and advertising plan.

How they proved it is a story worth the attention of any manufacturer selling a product that helps to make a home. No it isn't a story on "the model home." Instead of promoting the usual "model home" at a cost of \$10,000 or \$15,000, the three firms figured out how to buy a lot, build a comfortable dwelling on it and furnish the home completely—all within \$5,500!

The B. G. Irish Company, owner of a subdivision in San Antonio; the Melliff-McAllister Lumber Company and the King Furniture Company joined forces to select a site, build a home and completely furnish it, within a stipulated sum, keeping the public conversant with every step of the process.

Their success in the enterprise was attested by the fact that during the eight days the completed home was open to public inspection upward of 50,000 persons are estimated to have visited the premises. Below are listed the more tangible results of the campaign:

On the very first day of "open house," three different families were earnestly contesting for the privilege of purchasing the exhibition home!

Within ten days after the formal opening, the lumber company had received no less than five orders to duplicate the house in different parts of the city!

While the home was open for inspection and during the ensuing two or three weeks, the subdivision owner sold in excess of \$10,000 worth of lots!

The campaign which netted

these returns was built around the idea that the big mass of the people would be intensely interested in the building and furnishing of a home that was within their means—with each step in the planning, construction and furnishing of the place plainly visualized.

For purposes of the campaign a family of three was created—father, mother and small son—and sent on a home building adventure, taking the public with them, in a series of twenty personal letters, under the caption: "The Letters of Letty."

A REAL PERSONALITY HAD BEEN
CREATED

These letters were highly personalized and "Letty" became a very real person to the thousands who followed the story of her adventure in home making, as recorded in her letters addressed to a mythical friend in a distant city.

The letters took the form of a newspaper campaign, appearing daily in an afternoon paper over a period of three weeks. Each letter was typed and illustrated in pen-and-ink sketches along the left margin to visualize the important steps in home making related in that particular letter. A cut was made of each letter and run as a four-column advertisement, twelve inches deep. All of the letters carried the same distinctive border and "The Letters of Letty" as a general head, but each was given a different sub-head. This stock size and layout were maintained for all twenty letters, the individuality making each letter the dominant advertisement on the page.

The activities of "Letty" were eagerly followed by thousands. "Letty's" search for the right lot, the plans of her house, her hunt for furniture within her means—every step in home building, fi-

What's wrong with the women's underwear field today?

MANY manufacturers of women's underwear confess that the present situation is the most baffling in all their business experience. With most women wearing less underwear, and with many buying only the most sleazy kind, at prices ruinous to the trade, they do not know which way to turn.

Because of our long experience in the advertising and merchandising of wearing apparel, we have delved into the present situation in your industry. For many years we have prepared men's underwear advertising, as well as children's. We are responsible for successful advertising of women's corsets, brassieres, dresses and the like.

Unquestionably, the manufacturer of Women's Underwear who gets the right angle on his outlook, and backs it up aggressively in his selling and advertising plans will be rewarded substantially. If you are that manufacturer we suggest that you talk matters over with us.

This applies to women's underwear only, as we have both a men's and children's underwear account.

SHERMAN & LEBAIR

Incorporated

ADVERTISING

116 West 32nd Street

New York



Courtesy of
The Wahl Company

Plumage for your message

DRAWINGS in Pen and Ink,
Wash, Drybrush and Color, for
Newspapers, Magazines, Posters and
Booklets.

Pictorial Retouching of the most con-
vincing kind.

Preliminary Sketches and Ideas.

Murray Hill, 2560

LOHSE - BUDD

405 Lexington Ave., New York

nancing and furnishing of the home was recorded in spontaneous, human letters. In other words, she took the public right into her confidence about every detail of the undertaking.

Before really getting into home building operations, the groundwork had to be laid—a reason given for "Letty's" operations. Such copy as this introduced the theme of the whole campaign:

"I find myself today wanting my own 'vine and fig tree' with an actual ache!" wrote "Letty" in one of the early letters of the campaign. "I want to poke my fingers into soft dirt, drop a seed down and watch for something green to stick its head above the surface. I want to paint old kitchen chairs and see 'em turn into a quaint breakfast-room set —*I Want a Home!*"

"Letty" early conveyed the information that she and her husband and little son must live on \$200 a month, and that in five years of marriage the family had accumulated a savings fund of \$1,000. This provided for purchase of the lot and permitted "Letty's" readers to know the state of the family finances and its income.

Several letters were given to working out of floor plans, the personal note allowing a detailed reason for every step.

To the average person, ways and means of financing construction of a home presents one of the biggest problems. "Letty" went into this feature at considerable length. With the family savings applied to purchase of a lot, she explained how the lumber company was willing to carry the burden and permit repayment to be made in monthly instalments. After telling how the plan worked, she summed up her feelings in these words:

"At any rate, even if we never make any big payments, the home will be *ours* in only a few years! . . . There will be taxes and interest to pay, of course. But don't you think it's worth while?—to know that as the years go by the roof over your head is *yours!*"

With the house actually under way, no detail which might prove helpful to the prospective builder was omitted. One letter read:

"... the plumber was waiting to see what height I wanted my kitchen sink. He 'measured' me —and I'll have a sink that's just the right height; no stooping to get at my dishes. I'm going to have a high stool beside it and when I feel lazy I'll sit down and dry my dishes. Doesn't that sound delightfully luxurious?"

Throughout the campaign the story flowed on in a breezy, whimsical fashion which made every reader a friend and confidant.

Selections of the draperies, choice of furniture and the "whys" of every step were divulged, as were the expenses involved. One of the most interesting features to the public was the manner in which "Letty" managed to furnish the entire home, including window shades, draperies, rugs, linoleum and all other furniture—from living-room suite to gas range and refrigerator—for the modest sum of \$747.50! She managed to keep within this figure by carefully shopping in the furniture store, instead of buying haphazard.

MANY DOUBTING THOMASES

Many of the people who were following the campaign protested: "it can't be done" and were all the more eager for the home to be opened for public inspection, so they might see with their own eyes how "Letty" had worked the seeming miracle.

In working out the mechanics of the campaign, construction of the house was actually started considerably in advance of the newspaper advertising, in order that the place should be opened to the public coincident with completion of the series of letters.

Three weeks before the house was ready the letters were started. They appeared daily for twenty consecutive days, starting on a Monday and ending on a Saturday. On the last day—Saturday—the three concerns sponsoring the plan ran indi-

vidual tie-up advertisements, inviting the public to inspect "Letty's Little Home" on the morrow. The Public Utilities Company joined in, running an advertisement telling of the street car route to follow in reaching the exhibition home. This space was contributed by the street car company because the appeal of the campaign was so directly to the masses—the men and women raising families on from \$2,000 to \$3,000 a year.

On Sunday morning, the day of the opening, a full-page advertisement recapitulated the adventures of "Letty" in home building, gave costs and extended a cordial invitation for the public to come out and see what "Letty" had done and how she had done it.

More than 5,000 people braved uncertain weather on the first day to find out what could be done with less than \$5,500. Home-hungry couples wandered around, poking into closets, running wistful fingers over the furniture and "ohing" over the kitchen and bath room. In the eight days of "open house" it was conservatively estimated that fully 50,000 inspected "Letty's Little Home."

As a follow-up to the newspaper campaign, the letters were reprinted in booklet form, with an itemized cost of lot, house and furnishings, and these were mailed out by each of the three interested firms to their private mailing lists.

New Product for Hat Store Outlets

The Alden Laboratories, New York, have placed their account with Foote & Morgan, Inc., advertising agency, of that city. Business-paper advertising will start in August on a new method for hair restoration which includes a product to be merchandised through hat stores. Consumer advertising will follow in territories in which distribution is secured.

Cincinnati Chemists Appoint Henry B. Flarsheim

Fries and Fries, manufacturing chemists of Cincinnati, have placed their advertising account with The Henry B. Flarsheim Company, advertising agency of that city. It is planned to use business papers and newspapers for this account.

Cincinnati Manufacturers Appoint Leslie Webb, Jr.

Leslie Webb, Jr., has become advertising director of the Automatic Electrical Devices Company, manufacturer of the Homcharger, and the Kodol Manufacturing Company, maker of Kodol portable radio receiving sets, both of Cincinnati. For five years he was advertising and service manager of The Webb-Biddle Company, Cincinnati stationer. More recently he has been assistant advertising manager of the Wayne Oil and Tank and Pump Company, Fort Wayne, Ind.

Mr. Webb is working on a summer advertising campaign for the Kodol company which is to begin in June. Plans also are being made for fall campaigns on Kodol products and the Homcharger.

Heads Detroit Women's Advertising Club

Marion Allen Adamson of the George M. Savage Advertising Agency, Inc., has been elected president of the Women's Advertising Club of Detroit. Other officers are: Vice-president, Louise B. Walker, Sales Equipment Company; secretary, Marie H. Ryan, G. Logan Payne Company, and treasurer, Elizabeth Einfeldt of the Detroit News.

Kathryn G. Cornell has been chosen to represent the club at the London convention of the Associated Advertising Clubs of the World.

New Publishers' Representative at Chicago

S. Gordon Hyde, formerly with Young & Ward, publishers' representatives, Chicago, has established his own office as a publishers' representative. He will represent the *National Farmer and Stock Grower*, the *Farmer's Home Journal*, the *Market Growers Journal* and the *Inland Miller*, all of Louisville, Ky. Mr. Hyde was at one time with the Thos. Cusack Company, Chicago, and also was in charge of the advertising department of The Buda Company, railway supplies.

Broom Account for Keelor & Hall

The Joseph Lay Company, Ridgeville, Ind., manufacturer of brooms, has appointed The Keelor & Hall Company, Cincinnati advertising agency, to direct its advertising. Industrial papers will be used in a campaign which is to be conducted for this account.

T. J. Cusack with "Motor Life"

Thomas J. Cusack, for the last three years in charge of the Detroit Office of *Motor*, New York, has been appointed manager of the Detroit office of *Motor Life*, Chicago.

ADVERTISING

—a two-sided business!

ADVERTISING, as a business, has grown to the point where it requires a two-sided talent. It requires two-sided men or two-sided organizations.

KEEN competition makes sales strategy an important side of marketing today. Sales strategy means the proper planning of all phases of marketing, including advertising, the budget, and an insistence of a quota of sales to be secured by advertising and sales expenditures. Success requires that a plan be built along engineering lines before the creative work of writing is done.

THE other side of advertising is that of the Craftsmen. This is the writing side or the art of picture and words to carry a convincing story to the public. To achieve the greatest success in copy

often requires the use of science to help the copywriter. To determine the reaction of the masses the copy calls for laboratory tests of headlines, pictures and text.

THE best advertising man is two-sided—salesman and writer. The best advertising agency is two-sided, combining sales management experience with highly creative ability.

THE Charles W. Hoyt Company, Inc. has always been such a two-sided organization. With "planned advertising" it serves its clients both in the capacity of sales strategists and advertisement writers.

CHARLES W. HOYT COMPANY, INC.

PLANNED ADVERTISING

Registered U. S. Patent Office

116 West 32nd Street, New York, N. Y.

SPRINGFIELD, MASS.

BOSTON, MASS.

CHARTER MEMBER A.A.A.A., MEMBER, *Audit Bureau of Circulation*
MEMBER, *National Outdoor Advertising Bureau*

Newspaper Code of Ethics Adopted

(Continued from page 56)

had been influenced by the projected advertising campaign."

Another controversial question to be dealt with in a resolution is that of the manufacturer or jobber trying to place his general advertising in the newspaper at the local rate, thereby depriving the agency of its commission.

Frank T. Carroll, president of the association, and advertising manager of the *Indianapolis News*, told of a somewhat remarkable proposition made by a jobber to a newspaper publisher. The jobber's plan advanced to the newspaper in question (not the *Indianapolis News*) was that it should accept at the local rate advertising for a certain product, whereupon the jobber would bill the advertising to the manufacturer at the foreign rate, gaining for himself the agency commission. On account of local conditions the newspaper was very much embarrassed and did not know what to do.

To help remedy such situations the convention adopted this resolution:

Whereas, the practice of allowing a jobber or wholesale dealer to make a blanket contract for newspaper advertising at local net rates to force national advertising of commodities sold through the jobber or wholesale dealer into the newspaper at local net rates, thereby depriving the advertising agent of the agency commission is unethical as well as an unsound business practice. Therefore be it

Resolved, That the practice, if existing, be condemned and discontinued.

Practical rules used by the *Philadelphia Bulletin* for determining the classification of advertising as national or local were explained by Harry L. Hawkins, of that newspaper. To get the *Bulletin's* local rate an advertiser must own and operate his store and pay for his own advertising. This automatically bars manufacturers from carrying on their advertising over retail names. Another point brought out by Mr. Hawkins, although not directly

related to the subject under discussion, is that agency contracts should be accepted for one year from the date of making the contract and not for one year from the first insertion.

No convention of advertising salesmen would be complete were not much attention given to how to secure more efficient selling, and this one was no exception. Advertising salesmanship, as the convention saw it, has three distinct divisions. The first is that of obtaining and training the right kind of salesmen, the second that of selling the medium to advertisers and the third that of obtaining reader interest in the advertising, or selling the advertising to the people.

Speaking on the first point, Harvey R. Young, advertising manager of the *Columbus Dispatch*, said the way for an advertising salesman to succeed is to imagine himself to be in the position of the dealer to whom he is trying to sell advertising. If he does this, the selling of space, while naturally the primary consideration of his efforts, will not come first. He will study the business-getting questions and try to get in a place where he and the dealer are working together for the good of the latter's business. All this necessarily will involve the use of space and the space can be sold when the dealer is made to see, in a constructive way, just what the advertising is going to do for him. Mr. Young maintained that the newspaper advertising salesman should read business papers as one method of becoming familiar with the various businesses which he hopes to develop through advertising.

David Gibson, publisher of the *Lorain, Ohio, Journal*, in discussing the same angle, declared the average advertising salesman calling upon the retailer can well afford to devote some earnest study to such merchandising fundamentals as turnover, the figuring of profits, and other principles of store system in which dealers as a class are very deficient. Even though he may not become inti-

Stung

THREE manufacturers laid pretty plans. They would advertise their goods to create popular demand. They would trademark their goods to enable the public to identify them. And they did, but—

The first was a hosiery manufacturer. Stung! For when his hosiery reached the consumer the trademark was smudged, smeared and illegible.

The second was a glove manufacturer! Stung! For when his satisfied customers were ready to reorder, the maker's name was obliterated from the glove.

The third was a silk manufacturer. Stung? Not he! When he got ready to trademark he came to trademarking headquarters for assistance; he came to the Kaumagraph Company. And the Kaumagraph Company not only helped him design a trademark, but *showed him*

the economical, practical way to apply it.

The Kaumagraph Company has been known as trademarking headquarters since 1903. Under its roof have been born many of the most famous trademarks in business today—as well as the method of applying them.

Frankly, most of these trademarks have been in the fields of textiles, silks, hosiery, gloves, leather and linoleums although from time to time we have been able to assist entirely remote industries.

Only recently we have helped an industry that had been struggling for years with the problem of applying their trademark.

We may be able to help you.

Call us in anyway.

We'll gamble our time gladly.

KAUMAGRAPH COMPANY

Kaumagraph Building

354 West 31st St., New York

Boston, Chicago Philadelphia
Charlotte, N. C. Paris, France
Paris, Ont., Canada



To Cover Oklahoma The TULSA WORLD MUST Be Used!

FROM a correct marketing standpoint Oklahoma should not be considered as one single territory. Rather it must be divided into zones—this on account of railroad facilities, trade conditions and newspaper circulations.

Tulsa and the Tulsa Trade Territory—Northeastern Oklahoma—is by all odds Oklahoma's most important zone. It contains only a little over a quarter of the state's area, but in it is Tulsa—Oklahoma's largest city, approximately half the total population of the state, nearly all of the oil, gas, coal, lead, zinc, the best agricultural land, half the total wealth, and the most comprehensive system of paved highways in the Southwest.

The Tulsa World and the World alone gives thorough coverage of this most desirable, responsive and easy-to-cultivate market! The world must be used for merchandising efficiency in Oklahoma!

MAY AVERAGE NET PAID :

46,263 Daily

50,248 Sunday

TULSA  WORLD

"OKLAHOMA'S GREATEST NEWSPAPER"

mately enough acquainted with the principles to instruct the retailer he at least can utilize his knowledge in getting closer to what the latter is trying to do and then can help him work out the kind of advertising that he really needs.

Practical methods of proceeding on the second point, or advertising the newspapers to advertisers, were advanced by Harry T. Watts, business manager of the Des Moines *Register and Tribune* and Douglas V. Martin, Jr., publicity manager of the St. Louis *Globe-Democrat*.

THE IOWA PLAN

Mr. Watts told about "The Iowa Idea" which is a co-operative publicity plan participated in by various Iowa newspapers in an effort to use for their own business-getting problems the same force they recommend to other people with things to sell, namely: advertising. To pay the expenses of this campaign an assessment was made upon the various participants to the extent of \$100 for each cent of its lineage rate. For example, if a paper's rate is five cents a line it pays \$500 to the fund; if twenty-five cents it pays \$2,500 and so on. Mr. Watts said the newspapers in Nebraska, Kansas and Missouri are now working on a proposition to advertise their States and merchandise outlets after the Iowa plan.

Mr. Martin, telling of advertising done by the *Globe-Democrat*, said his newspaper found out that to get more advertising in its columns it must advertise not only itself but St. Louis.

The *Globe-Democrat* advertises all departments of the paper, editorial as well as business. It does this with the object of showing people how to read the paper and advertisers how to advertise. It uses its own columns and a great deal of its paid space in other mediums—an outlay running well up into six figures—to sell the people on certain vital subjects, such as bonds and insurance, and thus prepare the way for advertisers. One *Globe-Democrat* adver-

tiser recently said that since the newspaper had been carrying on its educational activities in behalf of bonds his business had increased more than 300 per cent. The advertising done in the metropolitan press has to do largely with St. Louis and its pre-eminence in various merchandising lines, with its great outlet for all kinds of goods and its availability as a place for new manufacturing enterprises. The advertising is of a kind that does not expect its reward today or tomorrow but is conducted on a basis that whatever makes for the highest good of St. Louis is bound to bring benefit to the newspaper doing the advertising. In other words, Mr. Martin said, the *Globe-Democrat* is proceeding along the approved merchandising policy that the best way to get more advertising is thoroughly to sell the medium to advertisers and at the same time work to increase their purchasing power.

The third angle of salesmanship, having to do with selling advertising to the people, took up an entire afternoon's session which was a joint meeting of the advertising executives and the Association of Newspaper Classified Advertising Managers.

R. E. Seiler, classified advertising manager of the Los Angeles *Examiner*, explained how the growth of classified advertising volume can be accomplished by saying that the primary effort of a newspaper, rather than being devoted to selling advertising, should be directed toward obtaining reader interest—advertising advertising, in other words.

W. W. Miller, classified advertising manager of the New York *Times*, brought out a similar idea. Recently Mr. Miller had a special window display made in the Times Building, the feature of which was a huge bunch of iris. There was a specially painted background and a printed message informing the hurrying thousands around Times Square that the way to have and enjoy nature's treasures such as these is to own a home. The object was to attract

attention to the real estate section of the *Times'* classified pages. Mr. Miller said a rigid censorship is one of the best methods of obtaining advertising volume. The people must be led to believe in the integrity of the medium. Therefore, so far as is humanly possible, there never should be any advertising of a questionable nature or any promises that would not be fulfilled to the letter.

"A classified section," he said, "should be built by degrees and not through spectacular promotion."

Don U. Bridge, merchandising manager of the *Indianapolis News*, reported on an analysis of the cost of selling newspaper space. Basing his figures on incomplete returns from a questionnaire sent to the members he gave the percentage cost of selling local display space at 6.08; national advertising at 10.75 and classified at 12.4.

Brent Williams, manager of the service and promotion department of the *St. Louis Post-Dispatch*, told about that newspaper's experience in adopting the 12-em column. The saving of white paper and mechanical expense he said amounted to 3.6 per cent. There was no objection from the advertisers he said. This brought up a discussion as to the advisability of having nine-column newspaper pages instead of eight. One advertising manager reported that by adopting the 12-em column and using 4-point column rules instead of 6-point he had saved fourteen points and thus was able to have nine-column pages without using larger-size white paper.

The association re-elected Frank T. Carroll, advertising manager of the *Indianapolis News*, as president. Harvey R. Young of the *Columbus Dispatch* was chosen as vice-president. The directors, in addition to Mr. Carroll and Mr. Young are: Joseph W. Simpson, the *Philadelphia Bulletin*; Battle Clark, the *Nashville Banner*; George W. Preston, the *Arkansas Gazette*; A. E. McFaul, *St. Paul Pioneer Press & Dispatch*; Carl P. Slane, *The Peoria Journal-*

Transcript; and A. L. Shuman, the *Fort Worth Star-Telegram*.

A secretary-treasurer will be appointed by the president.

This was the first meeting the association has held apart from its parent body, the Associated Advertising Clubs of the World. The members regarded it as so successful from the standpoint of attendance and interest that considerable sentiment was advanced in favor of continuing the separate convention idea. St. Louis invited the association to meet there next year. The whole matter was passed along to the new administration to decide.

Among the resolutions adopted at the closing session was one declaring that the word "solicitor" as applied to those engaged in selling daily newspaper space is a misnomer. It was suggested that hereafter the term "advertising salesman" be used instead.

A telegraphic report of the first day's sessions of the convention appeared in the June 12 issue of **PRINTERS' INK**.

Standard Oil of New Jersey Earnings Increase

The Standard Oil Company (New Jersey), New York, reports gross income from operations of \$367,334,410 for 1923, as compared with \$328,286,827 in 1922, and gross operating profits of \$27,027,469, against \$22,494,250 in the previous year. The company's own earnings, after deductions for general expense, taxes and depreciation, is given as \$15,506,982, against \$12,887,741. The company's proportion of income from affiliated companies, after taxes, raises the total net income to \$56,295,282, as compared with \$46,242,436 in 1922.

New Campaign for Radio Product

A campaign in newspapers, national periodicals and business papers will start at once on the Schickerling tube, a new radio product manufactured by the Schickerling Products Manufacturing Company, Newark, N. J. The advertising account has been placed with Foote & Morgan, Inc., New York advertising agency.

William Douglas McAdams has started an advertising business at Chicago under his own name. He was formerly vice-president of Williams & Cunningham of that city.

Solving A Hard Sales Problem

Many a sale is lost through salesmen's blunders. Many a good proposition suffers through errors in the effort to sell it. Perhaps the greatest need in business today is the need for better salesmanship. How much your business suffers through the faults of your salespeople can only be conjectured.

You would correct these faults personally if time permitted. But your hours are full of other duties.

A Novel, Practical Plan

How to train, how to develop your salespeople—how to make them better producers—may have been a problem to you. But here's a novel way to give them constant training without consuming your time, and at a cost so small as to be scarcely worth considering.

Through our SALES BULLETIN SERVICE you are constantly supplied with sales ideas in the shape of stories, anecdotes, experiences, quotations and illustrations, all ready for use in your own Sales Bulletin.

This material is gathered from practical experience, and, while it is presented in an entertaining form, it is virtually a continuous course in salesmanship, minus the dullness and drudgery of academic schooling.

Some of the Topics Covered

The most vital phases of salesmanship are covered in this SERVICE; a few of them are: When to Quote the Price, The Seasonal Bugaboo, Getting to the Man With Authority, How and When to Be Persistent, Knowing Your Man, The Science of Bluffing, Saying the Right Thing First, Remembering the Obvious Things, Importance of Following Every Lead, Appealing to the Buyer's—Not the Seller's Interests, How to Use Rainy Days, Getting to the Facts in the Case, Tact in Helping the Buyer Decide, Those Blankety-Blank Alibis or Excuses, The Importance of Saving Money, The Best Time to Stop Talking, Etc. Etc., Etc.

This SERVICE contains none of the bunk known as "pep." It is not a "whoop-hurrah" SERVICE. It does not preach. On the contrary, each article contains a practical, tested, usable idea which your salespeople can put to use every day.

THE O. J. McCLURE
ADVERTISING AGENCY
111 West Monroe Street
CHICAGO

Prominent Users

The list of users of this Service reads like a Who's Who of American Industry. Leading firms in nearly every line are using this material under our license agreement—convincing evidence of its genuine merit.

Nothing Else Like It

So far as we know, there is nothing else similar to this SERVICE. It solves the problem without adding to your labors, without a big bill of expense, and without submerging your individuality.

It is equally suitable for every line of business selling through salespeople, whether on salary or commission.

It requires no special arrangement in your office. You are ready to begin using it right now.

Enthusiastic Comments

One big user's letter is typical. He says the SERVICE "does much to give these salespeople the idea that we are regular fellows who have a personal interest in them." Another says: "I wish to take this occasion of complimenting you on the punch, commonsense and really usable ideas incorporated in your Service." And still others: "Your service is proving mighty valuable—is certainly working in fine"; "It is what we have been looking for"; "They are unusually good."

Trivial Cost

The cost is trivial—less than 10 cents per day—no matter how many salespeople you have. For only \$36 you get the Service for a whole year—72 illustrations and approximately 36,000 words—300 Selling Ideas.

Special Proposition

We want you to try this Service for thirty days without obligation. Mail the coupon. Then take thirty days to decide whether you want the Service regularly. Let it sell itself to you on its own merit. Mail the coupon now. No salesman will call.

REMINDER COUPON

The O. J. McClure Advertising Agency.
111 W. Monroe St., Chicago.

All right, I will try your SERVICE, as offered, without obligation to me or my company. My name and title, with name and address of my company, are written in the margin, or on our letterhead.

P. I. 610

A Guide-Post for Co-operative Advertising Campaigns

Here, for the First Time, Is Told the Complete and Full Story of the Coffee Industry's Co-operative Advertising Campaign

By Felix Coste

Secretary-Manager, Joint Coffee Trade Publicity Committee

[EDITORIAL NOTE: PRINTERS' INK has published considerable material about the advertising campaign of the Joint Coffee Trade Publicity Committee. The following article, however, is a complete survey of the campaign. It describes all phases of this many-sided promotional effort. Mr. Coste has been closely identified with this advertising from the first and in no mean measure is responsible for its success. We are publishing this survey of the work, repeating as it necessarily does, some of the matter previously published, because of the encyclopedic value of an article of this kind. When recorded in the files of PRINTERS' INK, it will be referred to in marketing circles for years to come.]

HOW the coffee trade of the United States has waged a remarkably successful consumer advertising campaign to popularize its product, forms an interesting story of the successful way in which association advertising has developed in this country in the last few years.

I have been asked to describe this campaign since its inception, and, in looking back upon the start of it in 1919, I cannot help but feel that our experiences are well worth the attention of associations which are contemplating such a campaign.

For a great many years coffee has been made a target for quite a variety of marksmen, and the coffee trade came to the decision that the public must be told the truth about coffee once for all.

Simultaneously with this decision came a realization that the per capita consumption of coffee in the United States was materially below the record of other nations and therefore an excellent opportunity existed for expansion in the trade. These two reasons for an advertising campaign were sufficient to bring the trade together in real determined effort.

It was immediately apparent that it would be too much of a

burden for only the distributors of a food staple alone to shoulder a food staple on which fierce competition held margins within a very narrow limit. It also became clear that the work we had in mind would benefit all other elements of the coffee trade as much as or more than the roaster, especially the producer, and that in all justice these other elements should join in the support of the work. Accordingly, we concluded to invite the co-operation of all factors.

It was logical to approach the producers first. Brazil furnishes 70 per cent of all the coffee consumed in the United States, so we appealed to Brazilian planters first of all. It is largely due to their receptiveness, to their ability to visualize the outcome and their progressive spirit and broad thinking, that we were able to make a start in our consumer advertising and later to maintain it.

This is the way the Brazilians went about it: The planters of Sao Paulo, the principal coffee producing State of Brazil, successfully petitioned their State Government to impose a tax on every bag of coffee the State sent to market. The State has but one port, Santos. All its railroads terminate at Santos. By the simple expedient of including the tax in the railroad freight bill, every bag of coffee arriving at Santos contributes a uniform share to the coffee advertising in the United States. This tax includes every bag, regardless of destination, thus including coffee sent to all other parts of the world.

This tax was originally, and during the first four years, at the rate of 100 reis per bag, equal under normal exchange to about

The Only Guarantee That Means Anything

Our guarantee is based on A. B. C. audited circulation, the only circulation recognized by intelligent space buyers. Compare this statement with those of other farm papers in the same field. There's a difference. There is no equivocation. By guarantee we mean that if at any time an A. B. C. audit shows we haven't the full amount of circulation on which our rate is based we will promptly and without being asked make a pro rata rebate to every interested advertiser. Ask for a copy of our audit, just released.

The Giant of the South

Southern Agriculturist

B. KIRK RANKIN, Publisher

Publication Office

NASHVILLE, TENN.

Editorial Offices

NASHVILLE, TENN.

LOUISVILLE, KY.

Advertising Representative: JAMES M. RIDDLE CO.

New York
Chicago

Kansas City
Atlanta

San Francisco
Detroit

two and one-half cents per bag in our money. As a normal crop is about 10,000,000 bags, the tax should yield about \$250,000 per year. But the annual yield in Sao Paulo was not always normal. Moreover, Brazilian exchange was anything but normal during this period and has fluctuated widely. Our income from the Brazilian source, therefore, varied and has been anywhere from \$150,000 to \$250,000 per year.

Large movements, like this one, must necessarily be well organized. There followed the formation of a Coffee Planters Association in Sao Paulo with a man at the head who was at once a leader among the planters themselves and a leader in State and Federal finance and politics. His management has been wonderful throughout.

In this country the Joint Coffee Trade Publicity Committee was organized, consisting of five representative coffee men, three chosen by the National Coffee Roasters Association and two by the New York Coffee and Sugar Exchange. Thus responsibility and management was concentrated in a few, one man in Brazil and five men here, a feature which in my opinion has had much to do with our success. Thus also both important branches of the industry in this country were united and represented.

Between these two organizations an agreement was reached confining the use of Brazilian funds to the purchase of space in magazines, trade papers and newspapers. An auxiliary fund to be provided by the various coffee interests of the United States would be used to cover administrative and incidental expenses and such other advertising as might be needed to make up a well-rounded campaign.

By very intensive solicitation this United States fund has amounted to \$60,000 to \$75,000 per year and has been maintained around that sum throughout. Most of it comes from coffee roasters. Importers and green coffee jobbers contribute practically all the

rest, although we have some subscriptions from brokers, the wagon route men, chain stores and independent retailers. The amount of each subscription was left to the subscriber, although we have suggested at various times, one-quarter of 1 per cent on invested capital—one cent per bag on all coffee handled throughout the year or a sum in keeping with the subscriber's standing in the trade. Not any one of these bases has been generally observed. Subscriptions are in arbitrary amounts—some quite liberal, but the majority less than either basis suggested. The number of subscriptions varies from 250 to 300.

I must also explain that co-operation among United States coffee interests was never general. Some very large and representative houses, both green and roasted, have never taken part, though necessarily benefiting. Many smaller houses also consistently held aloof. Some original subscribers dropped out. Others who did not join originally, came in later.

FORMULATING A POLICY

Now as to policy: I have stated that we were moved to undertake advertising in order to tell the public the truth about coffee and to promote a larger use. We soon found that no thorough investigation of coffee had ever been made. Partial investigations were on record. Not even a thorough examination of the bibliography of coffee had ever been attempted. There was nothing absolutely authoritative. We, therefore, entered into an agreement with the Massachusetts Institute of Technology for a thorough research. This required more than three years and it has proved very satisfactory in every way.

Meanwhile, the advertising had to be begun and carried on. We adopted plain straight-talk copy of a positive nature, such as coffee's appeal to all people—its place in history—its increasing use—its value in our daily life, etc.—all positive copy. We wove into and all through the positive copy sug-

ETCHINGS CYCLOPEDIA

FINISH—Generally used to indicate style, whether a half-tone is to be square, oval, vignette, outlined or silhouette. A more vital use of the word, however, is in the determination of a particular finish for a particular paper stock. By such determination of finish are the finest graining results produced.

FLUSH—A term used to designate close cropping of the mounting block to allow type setting close to the plate edge.

FOUR COLOR PROCESS—Reproduction of full colors by the use of the three primary colors, red, yellow and blue, with black. The angle of the screen is shifted for each color, so the dots lay side by side instead of overlapping. The effect is consequently always

F
FormF
GoldF
die holeF
Modern

Time

Sometimes a man says—"I haven't time to talk about engravings. I'll send them to you when I have any to be made."

Time spent in discussing with your engraver preliminary plans for printed matter is never time wasted—but time well invested.

Satisfaction in finished engravings depends on the engraver grasping your ideas. His ideas, in turn, may be depended on to produce best practical means to your end. First, by effecting economy of production. Second, by suggesting treatment best suited to your product, your medium and your audience.

Gatchel & Manning, Inc.

C. A. STINSON, Pres.
PHOTO-ENGRAVERS
Philadelphia

gestions and simple directions for coffee brewing, for we realized how sorely knowledge on this point was needed.

A series of advertisements in twenty-one magazines and fifty grocery trade papers constituted our beginning. It was our plan to use national magazines for a thorough national covering on background and trade publications and newspapers to complete the national coverage and also to concentrate on each local field. We could not, however, carry out that plan at all times, as our funds did not permit it. At times we had to decide between newspapers and magazines and we then chose the newspapers. During the past year or two we have continued their use, always having in mind resumption of use of magazines, too, as soon as funds permitted.

It is in this connection, I feel, that I want to explain that our management attaches very large value to what we call merchandising our campaign. By this I mean selling it to all distributors of coffee—bringing it into every coffee business—making it of direct value to every coffee handler. While our advertising on behalf of a general commodity, including all growths, kinds and grades is necessarily different from the usual advertising intended to sell some definite article, it should be built up just the same on those definite advertising principles which have "sale" as their final objective. We can accomplish this end only by the merchandising policy which I have mentioned.

We merchandise somewhat as follows: Advance copies of our advertising are sent to all our subscribers and coffee roasters. Sales managers are requested to be guided by this copy in the development of their own advertising and selling campaigns. When I say that this suggestion has resulted in increasing private brand coffee advertising during the period of our campaign to an extent that it has exceeded our own advertising, perhaps ten to one, it is apparent that the sug-

June 19, 1924
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Out in Western Canada

—there has been published since the days of earliest settlement the weekly **FREE PRESS PRAIRIE FARMER**; the oldest, most widely circulated, most eagerly read and most highly respected rural publication in Western Canada.

Its circulation goes entirely into rural homes of the World's greatest and most productive wheat belt—the area now declared by the United States Government after searching investigation to also be the most *profitable* wheat producing country on earth.

It covers fully this whole farm field of Western Canada, from the Great Lakes to the Rocky Mountains.

To the advertiser selling into Western Canada it is the leading, most responsive and most economical medium, and the one which most completely covers the field. No other publication or combination of publications approaches the economy of its rate, nor its proportion of replies and orders from directly traceable advertisements.

It carries the largest total volume of advertising in its field, class, and territory, and by far the largest volume of advertising originating in its territory.

There are by census 255,657 occupied farms in Western Canada, into which the **FREE PRESS** delivers 82,000 paid copies of its **FREE PRESS PRAIRIE FARMER**, besides over 14,000 non-duplicated *farm home* circulation of its Daily **FREE PRESS**—a $37\frac{1}{2}$ per cent saturation of the *population* of a productive area three days train journey across!

25c per agate line, flat.

Member A.B.C.

MANITOBA FREE PRESS CO. LIMITED WINNIPEG

Daily—The **FREE PRESS**—Morning and Evening
Weekly—The **FREE PRESS PRAIRIE FARMER**
Leading Publications of Western Canada

Represented in the United States by
HENRY de CLERQUE, INC.

NEW YORK

CHICAGO

SAN FRANCISCO

BROADEN CHINA MARKET

through

申報

The

SHUN PAO'S REPUBLICAN ANNIVERSARY EDITION

A reading public of over a million well-to-do Chinese, created by the manifold features of China's Premier vernacular daily, on this highly joyous national occasion of the Chinese Republican Anniversary, October 10th, cannot but be a source of power to broaden your market in the vast land of 400,000,000 people.

A TIMELY OPPORTUNITY FOR REALLY EFFECTIVE ADVERTISING

Forms close on August 30. Inquiries and orders should be sent to

AMERICAN OFFICE:
WORLD WIDE
NEWS ASSOCIATION
303 5TH AVE. NEW YORK

gestion was good. This large amount of private brand advertising made a nice addition to the general coffee publicity.

KEEPING SALESMEN INFORMED

Advance copies of the advertising are also sent to wholesale coffee salesmen. It is pointed out to these salesmen that opportunity to increase their own sales volume would follow any extra sales effort they might make during the course of the advertising; it is suggested that the advertisements be displayed by them to coffee retailers, their customers, and that these retailers would profit from extra sales effort they would make such as coffee window displays, special coffee selling effort, etc., during the period of the advertising. Distribution of "dealer help" advertising material by roasters has also been largely increased by our merchandising plan.

In addition to grocery trade journal space, at present we are making use of a house-organ, "The Coffee Club," to reach the trade. "The Coffee Club," published monthly, goes to all coffee roasters, their salesmen and to a selected list of coffee retailers—numbering in all at present approximately 25,000.

We use the medical journals. This is because we often hear of doctors who seem to be prejudiced against coffee. I say prejudiced, because on occasions when our members have asked doctors why their proscription of coffee, a really good and convincing answer has generally been lacking. Perhaps many of my readers have had discussion over coffee with their own physician. Our copy in medical journals until lately urged the doctor to have an open mind about coffee. Now that we have the findings of the Massachusetts Institute of Technology we are quoting directly from them.

Other advertising is in drug and soda fountain publications. The demand for coffee between meals is growing rapidly, and although the establishment of coffee shops and coffee houses is also growing

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***"I have found that this territory
can be covered by using
The Los Angeles Eve-
ning Herald alone."***

Many national advertisers who have analyzed the field have summed up the Los Angeles situation as above.

LOS ANGELES EVENING HERALD

has a daily circulation of 173,549,
97% of which is concentrated in Los
Angeles and immediate suburbs.

Representatives

G. LOGAN PAYNE CO.
401 Tower Bldg., 6 North Michigan Ave.
Chicago

H. W. MOLONEY
604 Times Bldg.
New York

A. J. NORRIS HILL
710 Hearst Bldg.
San Francisco, Cal.

—"but that's old stuff. I thought you advertising men would dig up something new."

¶ *The greatest advertising successes have been based on simple but substantial ideas, simply told and then retold and retold and retold. Or if you want to step out into an older phase of human story—go back to a day sixty years ago when the greatest orator of his day held a vast throng spellbound. Then—uncouth, awkward, Lincoln stalked forward and said a few simple words which will not be forgotten so long as this country exists.*

¶ *Our duty is to be sure of your fundamentals—then go ahead.*

FOX & MACKENZIE *Advertising*



1214 Locust St., Philadelphia

the soda fountain stands have a large opportunity for increased sales in establishing a good coffee service of hot and iced coffee according to season.

Among the various other mediums of publicity of which we have been able to make use are the screen, an educational coffee school exhibit, quite a number of booklets and pamphlets and a limited amount of direct advertising material. Practically all these required some special financing, as in all cases our fund could only provide for original costs of preparation. We could and did pay for the preparation of a 1,000-foot film. We then offered prints of the film for sale to coffee roasters, selling about 130 of these at a cost of \$110 each. Some of them are still in circulation.

EXHIBITS SOLD TO SCHOOLS

An authority on text books helped us to prepare a school exhibit. We financed the original production and advertised this exhibit in the leading school publications. We have since sold to the trade and to teachers and scholars about 15,000 of these, 10,000 at fifty cents each. We are now selling them at thirty cents each, which is the cost of our second run.

Among our booklets are such titles as "Coffee and Coffee Making"; "Get a Reputation for Your Coffee"; "Coffee an Aid to Factory Efficiency"; "Flavor It With Coffee"; "Iced Coffee"; "Six Rules for Making Better Coffee," etc. In each case we financed the original edition and then sold the booklets at cost price to our subscribers and others. Prices for these range from \$7 to \$30 per thousand.

Our information service is an important department. It gathers and gives information. It follows all newspaper and magazine editorial and news mention of coffee. It answers all inquiries received. Altogether it is a busy part of our work.

But do not let me give the impression that a large organization is needed to carry on such work

"Punch"

"The Foremost Humorous Journal of the World"

AMERICANS attending the International Advertising Convention in London who are interested in securing world-wide distribution for their goods, should not fail to investigate the claim of "PUNCH" to be the best advertising medium for this purpose.

The Advertisement Manager of "PUNCH" will be happy to give the fullest information.

MARION JEAN LYON

Advertisement Manager. "PUNCH"

10, BOUVERIE STREET
LONDON, E.C. 4., ENG.

as we are doing. Besides myself our force consists of an assistant manager and two able women secretaries.

Here are the results of our campaign to date as I see it. Results from any advertising are measured with difficulty. Our work is even more difficult to measure exactly, because of its special nature. We *know* that coffee consumption during 1923 reached its highest point on record—thirteen pounds per capita. We *know* that public interest in coffee is greater than ever, because no other food product is receiving as much mention in the public press as coffee and the press is a pretty good barometer of public interest. We *know* that the public has been made coffee conscious as never before and we also *know* that the public attitude to coffee is today most friendly and favorable. These are worth-while results.

There have been some most valuable auxiliary results. The national coffee advertising campaign

has brought the various elements of the coffee trade together as no other one thing has in its entire history. Naturally we, like other trades, have opposing interests among the many factors. It is indeed quite as difficult to bring all factors together in the coffee business as in any other. But all these factors could agree on this international effort to expand and promote all coffees and did get together. There is better feeling, better co-operation today. Our association has been strengthened and membership has become more attractive.

Carthage Machine Company Forms Canadian Subsidiary

The Carthage Machine Company, of Carthage, N. Y., has purchased the plant, property and lands of the J. C. Wilson Manufacturing Company, Ltd., at Belleville, Ont. The Carthage Machine Company of Canada, Ltd., has been formed to carry on the manufacture of pulp and paper mill machinery in the Dominion. A. K. Hinds, general manager of the parent concern, is president of the Canadian company.



STANFORD BRIGGS INC.

ADVERTISING ART
392 FIFTH AVENUE, N.Y.

Layouts, designs, and Illustrations for every purpose in every practical technique.

WRITE US FOR SAMPLES OR
BETTER STILL ASK US TO CALL

Know Your Market !

A new survey of the Dairy Farm
Market made by

HOARD'S DAIRYMAN

The National Dairy Authority

is now ready for distribution.

This survey presents authentic data and statistics concerning the most important group of agricultural people in the United States of America,—the dairy farmers.

This survey was made for *you*
—if you seek farm trade.

Write Us.

HOARD'S DAIRYMAN

Fort Atkinson, Wisconsin

An Unusual Opportunity to Get an Unusual Man

A MAN whose accomplishments have made him a real factor in the publicity and advertising world, and who is now employed at a good salary, finds it necessary to seek another connection—through no fault or failure of his own.

This notice is inserted by his present employers, who feel under a debt of gratitude to the person who first introduced them to this man and want to pass the favor along.

This man is 29 years of age. He works hard. He has handled big jobs in a remarkably creditable way. He knows every phase of the advertising and publicity fields, including successful editorial experience. He managed one national publicity campaign, putting a new idea before the American public. Later, he became an important factor in the advertising department of a leading national advertiser, where he now is employed.

He is a man who accomplishes results by a quiet, dogged persistency, which, combined with real ability, has made him successful in every job he has undertaken.

This man can be obtained for \$5,000 a year, or perhaps a little less if the opportunity is exceptionally good. He is not primarily interested in salary.

Incidentally, he is a college man and a gentleman.

Write us a letter, and we will arrange to put you in touch with this man.

Address "R," Box 227,
Care of Printers' Ink.

Maritime Provinces Planning Joint Campaign

Approximately \$25,000 will be expended in advertising by the Maritime Provinces Development Association, an organization now in process of formation. This association will represent the three Canadian Provinces: New Brunswick, Nova Scotia and Prince Edward Island.

Two-thirds of this amount will be spent in newspapers and magazines in the United States, in an effort to attract new industries and more tourists during the summer and fall.

Each of the provinces will be assessed according to its importance.

It also is planned to raise money for the purpose of conducting annual campaigns. Contributions from business houses are now being solicited, as are membership subscriptions. The advertising is expected to cause many of those who migrated to the United States to return to their former homes in the three provinces.

New Offices for "Domestic Engineering"

Domestic Engineering, Chicago, has opened Pittsburgh and San Francisco offices. R. Payne Wettstein has been placed in charge of the former. He was recently manager of this publication's Philadelphia office.

Fred A. White, formerly with the New York office, has been placed in charge of the San Francisco office. H. J. Carr, also formerly with the New York office, succeeds Mr. Wettstein at the Philadelphia office.

Toledo Women's Advertising Club Elections

Helen Christen, advertising manager of The Lion Dry Goods Company, has been elected president of the Women's Advertising Club of Toledo, Ohio.

Other officers elected were: Vice-president, Alice Olrich Smith, Lasalle & Koch Company; secretary, Eula Lee Anderson, publicity director, Toledo Art Museum, and treasurer, Sarah Roberts, Swan Creek Lumber Company.

Hutchinson, Kans., "Gazette" Changes Ownership

The Hutchinson, Kans., *Gazette* has been bought by the Hutchinson News and will continue to be published as a morning newspaper, under the name of the *Herald*. Both publications will be under the editorial ownership of W. Y. Morgan, publisher of the *News*.

Crosley Radio Corporation Advances A. M. Joralemon

A. M. Joralemon has become general sales manager of The Crosley Radio Corporation, Cincinnati. He has been sales manager of the radio division of the Crosley company.

COMMON SENSE As Business Asset

by Harry E. Wade
of Thresher Service

IN business, as in almost everything else, sense is a factor as well as dollars. Perhaps you would relish and find profitable a sensible talk with business men who care more about your sales objectives than pretty pictures, more about your earnings than clever slogans. We apply common sense to advertising.

THRESHER SERVICE INC.

Formerly Williams Agency - Founded 1897



136 Liberty Street, New York City
Telephone Rector 7880 ~ Cable Flailad

On June 1st the Sunday Milwaukee Telegram was acquired by and merged with the Sunday Sentinel.

With the new combination all of the outstanding features of both newspapers will remain intact under the guidance of the new publisher, Judge A. C. Backus, and known as

THE SUNDAY SENTINEL
AND Milwaukee Telegram

This gives the Milwaukee and Wisconsin market a new and greater paper. On June 1st the press run of the Sunday Sentinel and Milwaukee Telegram was **199,307—**

***by far the largest
circulation of ANY
Wisconsin newspaper.***

On June 2nd The Milwaukee Sentinel, having disposed of its evening edition to The Wisconsin News, again became an exclusive morning newspaper known as the *greater*

MILWAUKEE SENTINEL

First News of the Day

The Milwaukee Sentinel is now the only exclusive six day morning newspaper in Wisconsin.

The entire Sentinel organization is concentrating its efforts on the morning paper. There have also been additions in personnel to the staffs and many new features have been added to the *greater* Milwaukee Sentinel.

That this change has been enthusiastically received by the public in Milwaukee and Wisconsin is attested by the growth in circulation since the second of June.



Summer Service of the Guild

ART buyers have found the Guild especially useful during summer months when artists have flown to mountains, seashore or woodland to paint or play.

The Guild office will acquaint you with the work of perhaps a dozen artists, among its 341 members, available to handle a certain job, and then help you get in touch with the one you choose, whatever his summer address.

Quick information and quick contact—that is what the Guild has to offer, and there is no charge for this service which you will find so valuable once you learn to use it. Start by writing, calling or telephoning

THE ARTISTS' GUILD

of The Authors' League of America
2 East 23rd Street, New York
Ashland 6467



A Good Month for Chain Stores

W. WOOLWORTH & Company report total sales for May of \$17,074,698, as compared with \$14,791,432 for May, 1923, an increase of 15.44 per cent. Sales for the first five months are given as \$75,804,439, against \$66,789,276, a gain of 13.3 per cent over the corresponding period of last year.

The **S. S. Kresge Company** reports May sales of \$7,157,494, as compared with \$6,369,522 in May of last year, an increase of 12.37 per cent. Sales for the five-month period are given as \$32,878,163, against \$29,126,281 in the first five months of 1923, an increase of 12.88 per cent.

S. H. Kress & Company, for May, report gross sales in amount of \$3,017,152, as compared with \$2,887,289, in May, 1923. Gross sales for the first five months of 1924 are given as \$13,258,101, against \$12,101,631, in the same period last year; an increase of 9.6 per cent.

The **McCrorry Stores Corporation's** gross sales for May totaled \$1,962,139, against \$1,640,229 in the same month in 1923, an increase of 19.6 per cent. Gross sales for the first five months of the current year totaled \$8,850,367 for the first five months of 1924, against \$7,361,867 in the same period in 1923, an increase of 20.2 per cent.

The **F. & W. Grand 5-10-25-Cent Stores, Inc.**, report gross sales of \$463,356 for May, against \$360,415 in 1923, a gain of 28.5 per cent. For the first five months gross sales amounted to \$2,305,920, against \$1,760,445 in the corresponding period last year—an increase of 31 per cent.

"Manufacturers Record" Appoints G. K. Gauff

George K. Gauff, who has been representing *Ingenieria Internacional* in the Cleveland territory for the last three years has been appointed manager of the Cincinnati territory by the *Manufacturers Record*, Baltimore. He also was formerly with *Dun's International Review*.

C & M

Hand Made Papers
and COSTS

PEOPLE see our papers and because of their texture and colors think "they must be expensive."

This is far from the facts. At \$25.50 per ream the Canson Ingres is exceptionally moderate in price. Even the Vidalon Vélin and Vergés, costs less than other papers of equal grade.

To use C & M Papers is but to induce a larger percentage of returns which obviously means MORE BUSINESS.

Canson & Montgolfier
of Vidalon, France

Manufacturers of Hand Made Papers
Since the 16th Century

Printing
Crafts
Building

New York
City, N.Y.
U. S. A.

style

People like style. [See Poirer, Dobbs & Vanity Fair.] Style in advertising is valuable. If you think it's easy to inject style in an advertisement of this size, try it some time. Our experience might help.



CURRIER & HARFORD LTD
Selective Advertising

27 East 31 New York Cal 6076

Newspaper Upheld in Refusal to Accept Advertising

THE Boston *Transcript* has been upheld in its refusal to accept an advertisement for publication by the Supreme Judicial Court of Massachusetts. Two lower Massachusetts courts—first a Municipal Court, and second a Superior Court, found against the *Transcript*.

A summary of the case, as previously reported in PRINTERS' INK, is as follows:

Some time ago the Massachusetts legislature enacted a law establishing a Minimum Wage Commission with power to investigate and announce the minimum wages that should be paid women in industry. At the time of the enactment it was proposed that the statute should require payment of the minimum wage thus established, but it was realized that such legislation would be unconstitutional. Consequently the act was framed to provide the Commission with a club in the form of publicity to force employers to accept its decrees—that is, if an employer was found to be paying less than the minimum wages established by the Commission, that fact might be published as an advertisement in the newspapers.

The act further contained the following two clauses:

(1) Any newspaper refusing or neglecting to publish the findings, decrees, or notices of the Commission at its regular rates for the space taken shall be punished by a fine of not less than \$100.

(2) No member of the Commission and no newspaper publisher, proprietor, editor or employee thereof, shall be liable to an action for damages for publishing the name of any employer as provided for in this chapter unless such publication contains some wilful misrepresentation.

In accordance with this law the Minimum Wage Commission in May, 1923, submitted to the Boston *Transcript* an advertisement announcing that the L. P. Hollander Company, of Boston, was not paying the minimum wage.

Feeling such an advertisement unjust and libelous, the *Transcript* refused to publish it.

Legal action against the *Transcript* followed in the Municipal Court, and the finding of "guilty" on the part of the *Transcript* by that Court was affirmed by the Superior Court, where the case had been taken on appeal.

The *Transcript's* defense was:

(1) That the Legislature has no more right to require a newspaper to insert a particular advertisement at a particular time than it has to require any tradesman to sell so much merchandise or any artisan to perform so much labor.

(2) That if the Legislature has such right it must be because it is something in the nature of the power of eminent domain; and that even in such case it has no power to arbitrarily fix the compensation.

(3) An advertisement of the Minimum Wage Commission might be libelous and the right of the Legislature is denied to require a publisher to print an advertisement which on its face might be libelous and take the risk of a libel suit.

(4) The act attempts to cut off the remedy from all employers who might be libeled by the advertisement of the Commission unless the misrepresentation was wilful.

In reversing the opinion of the lower court, Chief Justice Rugg of the Supreme Judicial Court, pointed out that in his opinion under the statute in question the proprietor of the newspaper selected by the Commission must publish the notices at the rate commonly charged for space, "no matter how great may be the practical loss to him," and added:

"The protection afforded to the publisher against liability for libelous publications made pursuant to the statute is of uncertain nature. The constitutional power of the legislature to deprive one altogether of his right of action against the publication of a libel may well be open to doubt."

B. S. Trynin Becomes Advertising Agent

Ben S. Trynin, formerly associated with Lord & Thomas and the Sun-Maid Raisin Growers, has started an advertising business under his own name at Los Angeles.

"Pictorial Review" to Change Size

Pictorial Review, New York, will change its page size from 800 lines to 680 lines, effective with its November, 1924, issue.

more than

1,300,000

FARM SUBSCRIBERS

in the Eighteen
best agricultural
states.

\$7.25 a line

—and discount
rates on additional
monthly space
in state sections.

The Farm Market Is Steadily Growing Better.

The Capper Farm Press

Arthur Capper
Publisher

Topeka
Kansas

Marco Morrow
Asst. Publisher

CASTLES IN THE AIR

ARE

MODERN MARKET PLACES

WHAT DOES THE PUBLIC WANT?

D. W. GRIFFITH

the celebrated motion picture producer says:

"People want to have their dreams visualized. This is a workaday world, we are all dreamers: if the world does not give us our dream, then we want to find it in the world that the book, stage or **SCREEN** gives us."

BUILDERS OF CASTLES READ

PICTURE - PLAY

MAGAZINE

A desire to possess the nicer things of life is ever actuated by the screen presentations of today that display the latest styles in clothes and furnishings, and a hundred and one things that stimulate the buying impulse.

Nearly a million people, representing every member of the family, find their favorite monthly devoted to the screen in **PICTURE-PLAY**. You will find them most responsive to your appeal when they read it in

PICTURE - PLAY

MAGAZINE

The Best Magazine of the Screen

STREET & SMITH CORPORATION
Publishers

79 Seventh Ave.
New York City

410 No. Michigan Ave.
Chicago, Ill.

MEMBER A.B.C.

Appoints Western Representative

J. K. Boyd, for many years advertising manager of the *Extension Magazine*, Chicago, has been appointed Western representative at that city of *The Messenger of the Sacred Heart*, New York.

Alexander J. Colgan also has joined the latter publication. He was formerly with *Columbia* and the *Business Woman*, both of New York.

New Accounts for L. O. Duncan

The Acme Card System Co., the American Shoe Polish Co., and the Marshall Ventilated Mattress Co., all of Chicago, have placed their advertising accounts with L. O. Duncan, advertising agent of that city. Plans for a campaign for the Acme Card System account include the use of business papers, national magazines and direct mail.

Heads Illinois Poster Association

W. M. Sauvage, Alton, was elected president of the Illinois Poster Advertising Association at its recent meeting at Quincy. David J. Jarrett, Rockford, was elected vice-president; B. W. Robbins, Chicago, secretary, and W. L. Bushby, Quincy, treasurer.

Gas Company Advertising Ice Machine

"Make Your Own Ice with Gas" is the theme of a newspaper advertising campaign being conducted by The Peoples Gas Light & Coke Company, Chicago. This advertising is addressed to architects, builders and owners of apartment dwellings and invites inspection of the Common Sense ice machine. The product is installed in basements and connected to refrigerators on floors above.

J. B. Patterson Organizes Sales Company

J. B. Patterson, for the last eight years district manager for The P. H. & F. M. Roots Company, Connersville, Ind., in charge of its Chicago office, is leaving July 1, to head his own company, The Patterson Sales Engineering Service, which will represent a group of manufacturers of machinery and supplies.

Campaign Planned on Bird Food and Lye

The Brookman Manufacturing Company, Chicago, packer of Golden Harvest bird food and Red Top lye, will use newspapers in a contemplated advertising campaign. This campaign will be directed by the Sehl Advertising Agency, Chicago.

KEEPING PROMISES

THE PRINTER has the reputation of promising anything. ♪ You can always thrill the client by a ready promise when you are taking the order, but to make that thrill last until the job has been delivered, is another thing.

♪ It's hard to get us to make a rash promise, but we pride ourselves on keeping them after they are made—regardless.



NEW YORK
106-110 SEVENTH AVE.

TELEPHONE
CHELSEA-8778-8779-3771

The DIAMOND PRESS

Bring on Your Orphans

SOMETIMES it's more satisfactory to adopt an orphan than to raise a child of your own.

At least it saves nurse and doctor bills.

One of our manufacturing friends in the drug field is in the position of a good family that is willing to adopt an orphan or two to fill up the house.

They have been selling the drug trade heaven knows how long, and have an established leadership in their field which gives them a splendid opportunity to introduce one or two new products effectively and economically. So

If you have a good product suitable for drug store sale that needs a good home—either a new product or an "orphan brand" that doesn't fit in with your regular line—send it along and let us look it over.

If the orphan is adopted, it will be on terms wholly satisfactory to the parents.

R. O. EASTMAN
Incorporated
Cleveland, Ohio

Ezra W. Clark Heads Engineering Advertisers

EZRA W. CLARK has been elected president of the Engineering Advertisers Association for 1924-25. He is advertising manager of the Clark Tractor Company and the Clark Equipment Company, of Buchanan, Mich., and president of the Advertising Managers Council of the Motor and Accessory Manufacturers Association.

The other new officers are:

First vice-president, J. R. Hopkins, advertising manager, Chicago Belting Company; second vice-president, Harry Neale Baum, advertising manager, Celite Products Company. Directors for two years: C. B. Smith, advertising manager, Chicago Bridge & Iron Works; N. C. Tompkins, advertising manager, Creamery Package Manufacturing Co.; M. A. Berns, publicity manager, Universal Portland Cement Company. For one year, C. H. Connell, advertising manager, Weller Manufacturing Company. Director representing associate members, Russell T. Gray.

Growth of the association's membership and activities during the last year led to a constitutional change at the annual meeting by which the offices of secretary and treasurer were merged. The new office of secretary-treasurer will include editing of the association's monthly publication and will hereafter carry a salary.

For the National Industrial Advertising Association Mr. Clark reported that forty panels of industrial advertising were now on their way to London for exhibit, and that five prizes had been offered for the best pieces of copy and campaigns shown. It was announced also that the N. I. A. A. will hold its annual meeting in Chicago during the week of October 12. Following their custom the engineering advertisers turned the annual meeting into a frolic, once the new officers had been elected and committee reports had

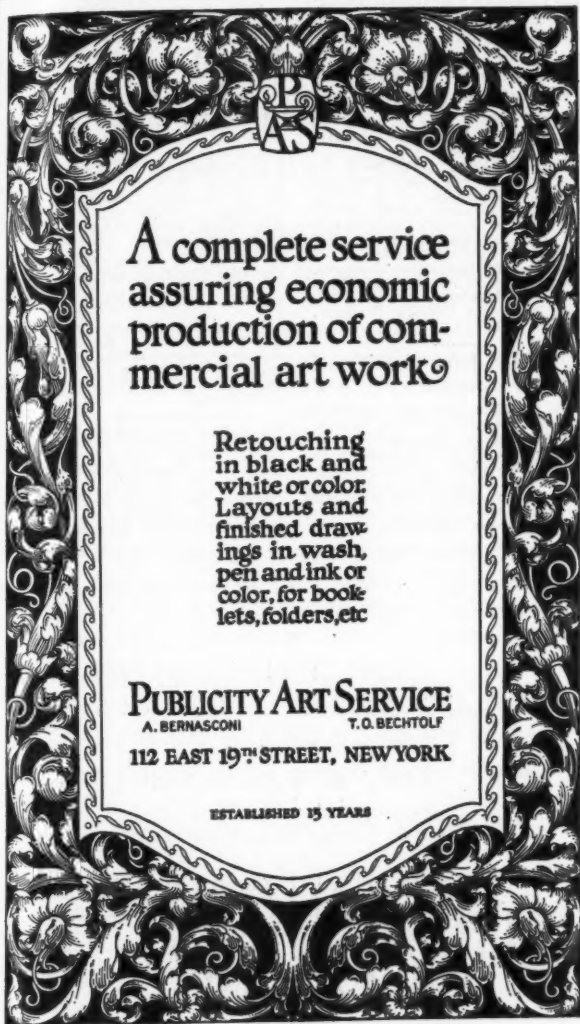
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**A complete service
assuring economic
production of com-
mercial art work**

**Retouching
in black and
white or color
Layouts and
finished draw-
ings in wash,
pen and ink or
color, for book-
lets, folders, etc**

PUBLICITY ART SERVICE
A. BERNASCONI T. Q. BECHTOLF

112 EAST 19TH STREET, NEW YORK

ESTABLISHED 15 YEARS

been read. H. L. Delander of the Crane Company converted the Crystal Room of the Great Northern Hotel into an extemporized broadcasting studio from which an association quartet assisted by others entertained the two hundred who attended.

L. L. Brown Paper Company Appoints E. E. Keough

E. E. Keough has been appointed sales promotion manager of the L. L. Brown Paper Company, Adams, Mass., manufacturer of Brown's linen ledger and Advance and Greylock bonds. He was formerly advertising manager of the American Writing Paper Company, Holyoke, and more recently has been advertising and sales promotion manager of the Paper Utilities Company, Inc., New York.

H. D. Kline Joins Continental Motors

Harry D. Kline has been appointed advertising manager of the Continental Motors Corporation, Detroit. He was for three years advertising manager of the Corduroy Cord Tire Company, Grand Rapids, Mich., leaving last fall to become an account executive of the Brearley-Hamilton Company advertising agency of the same city.

Los Angeles Advertising Club Elections

A. D. Smith, advertising manager of Barker Brothers, has been elected president of the Advertising Club of Los Angeles. Irving R. Smith, advertising manager, Los Angeles Herald, has been elected vice-president.

Other officers are: Second vice-president, John M. Kemp, advertising manager, Jacoby Brothers; secretary-treasurer, Donald K. Thomas, Western Union Telegraph Company, and the following directors: Paul S. Armstrong, advertising manager, California Fruit Growers Exchange; Lloyd L. Stagg, publisher, Commercial Bulletin, and Ross Welch, advertising manager, J. W. Robinson Company.

G. W. Gaffney with American Agricultural

Gerard W. Gaffney has been appointed advertising manager of the American Agricultural Chemical Company, New York. In PRINTERS' INK of June 5, his name was incorrectly spelled as "Gassney."

Plough Chemical Sales Higher

The Plough Chemical Company, Memphis, Tenn., Black & White beauty preparations, St. Joseph's medicines, etc., reports sales as now totaling \$250,000 per month, an increase of 100 per cent over corresponding sales in 1923.

The advertising for our product
"Bain de Champagne" is handled by

FOOTE & MORGAN, Inc.

247 Park Avenue, New York City

to whom all advertising solicitations are respectfully referred

CARON

Corporation

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The Message That "Gets Home" is in the Newspaper That Goes Home!



AN ADVERTISER has got to get across the threshold before he can get his message across. His first step in making people SIT UP is to procure an invitation to SIT DOWN. But he can't get that invitation through a newspaper that circulates to the FOUR WINDS OF HEAVEN. He can only get it through a newspaper that circulates in the FOUR WALLS OF HOME. The Boston American has a bigger Recorded—Signed—Sealed—and—Delivered—Home—Circulation than all other Boston evening newspapers put together! Its Guaranteed Home Delivery of 60,886 copies is THE GREATEST HOMING CIRCULATION in New England. And that means THE SMALLEST ROAMING CIRCULATION in New England, because the known home percentage indicates what happens to the percentage you don't know about!

If you want to ring up more sales—
Buy the paper that rings more doorbells!

Exceeds 240,000 Daily

BOSTON AMERICAN
— THE LARGEST EVENING CIRCULATION IN NEW ENGLAND —

Only one newspaper in a thousand
can prove Home—Recorded—
Circulation of ONE OUT OF EVERY FOUR!

"The Niagara Frontier" Is Being Advertised

Thirty Buffalo and Niagara Falls advertisers have worked out a novel and altruistic method of giving publicity to the Niagara Frontier, a territory which includes these cities and others in Western New York. Each one of the thirty advertisers has paid for the use of a large display bulletin along the line of the New York Central Railroad for a period of one year, for the purpose of boosting Buffalo and the Frontier.

The only advertising each individual company receives is from the use of his name in one corner of the bulletin as the donor. "Bring Your Business to Buffalo" is one of the slogans used. The bulletins are located as far east as Albany.

Among the advertisers participating in promoting the Frontier district are: the Mentholatum Company, Buffalo Wire Works Company, Inc., McDougal-Butler Company, Inc., Buffalo Forge Company, Niagara Falls Power Company, Dunlop Tire & Rubber Corporation and the Marine Trust Company, all of Buffalo.

Advertises to Change Trolley Fare-Paying Habit

Newspaper space is being used by the New York State Railways in Utica and elsewhere in Central New York in an effort to induce the public to purchase trolley tickets, which are sold at four for a quarter as against a cash fare of seven cents a ride. "Trolley tickets save you time and trouble" is the message of these advertisements, which points out that tickets may be obtained at a large number of agencies in the territory, as well as at the regular trolley waiting rooms.

Frog and Switch Account for Prather-Allen

The Weir Frog & Switch Company, Cincinnati, manufacturer of frogs and switches, has placed its advertising account with The Prather-Allen Advertising Company, advertising agency of that city. Business-paper and direct-mail advertising will be used for this account.

L. E. Chute Company Buys Deutsch Systems

The L. E. Chute Company, Davenport, Iowa, direct-mail advertising, has taken over the Deutsch Systems, outdoor advertising, also of that city, and will continue it as a department of its business.

Candy Account for Dyer

The Schutter Johnson Candy Company, Chicago, has appointed The George L. Dyer Company to direct its advertising account.

Carnation Milk Advances G. S. Thompson

Glenn S. Thompson has been appointed assistant advertising manager of the Carnation Milk Products Company. He was formerly in charge of Carnation sales promotion work and has been with the company for the last two years. T. L. Darnell is now directing sales promotion, succeeding Mr. Thompson.

Becomes Bruns, Grauer & Macdonald

J. Carroll Grauer, formerly advertising manager of *The Golfers' Magazine*, and more recently with the Standard Rate & Data Service, both at Chicago, has joined Bruns & Macdonald, publishers' representatives, also of that city. The firm name becomes Bruns, Grauer & Macdonald.

Advertising Campaign Planned for Rubber Aprons

The Heavy Duty Apron & Rubber Company, Akron, Ohio, is considering plans for an advertising campaign. L. H. Arenson informs *PRINTERS' INK* that this campaign will start in the very near future and that newspapers will be used. No agency has been appointed.

Sanka Coffee Account for Charles C. Green

The Coffee Products Corporation, New York manufacturer of Sanka non-caffeine coffee has appointed the Charles C. Green Advertising Agency, Inc., of that city to direct its advertising. A newspaper campaign is being planned.

New Accounts for Mattocks-McDonald

The Lewis Hosiery Company, Duluth, Minn., and the Paul Company, Duluth manufacturer of Paul automobile shock absorbers and hydraulic jacks, have placed their advertising accounts with the Mattocks-McDonald Co., Inc., advertising agency of that city.

Made General Sales Manager of Stewart Motor

H. Kelley, for the last three years manager of the Pittsburgh branch of the Stewart Motor Corporation, Buffalo, has been appointed general sales manager. For several years previously Mr. Kelley was district manager for the factory.

New Account for Hanser Agency

The advertising account of H. Clay Glover, New York, manufacturer of Glover's mange medicines, has been placed with The Hanser Advertising Agency, Inc., of that city.

Medical Society to Advertise Meaning of State Law

The State Medical Society of Texas will conduct a two-week advertising campaign for the purpose of educating the public as to the meaning of the Texas Medical Practice Act. Doctors L. C. Chase and Holman Taylor, of Fort Worth, and Dr. C. M. Rosser, of Dallas, are members of a committee which will direct this advertising. An appropriation of \$15,000 has been authorized.

The Medical Practice Act provides that all persons who pose as healers and receive money for their services shall obtain from the State Board of Medical Examiners, after an examination, a license to practice. The medical board maintains that while they prescribe an examination designed for regulating allopath doctors there is nothing in the questions propounded that any medical practitioner should not be expected to know, nor do they attempt to eliminate any school of medicine or even faith healers.

The Chilton Advertising Agency, of Dallas, will handle this campaign.

J. C. Penney Will Add 96 New Stores in 1924

The J. C. Penney Company, New York, conducting a chain of retail dry goods, ready-to-wear and clothing stores throughout the country, plans to open sixty-six new stores during 1924. The total number of stores in operation on January 1 was 475. In extending its chain the company will invade five new States: Maryland, North and South Carolina, Georgia and Mississippi, bringing the total number of States up to forty. Plans for new stores in New England States may add to the figures given.

The company reports May sales of \$1,142,648, a gain of \$1,110,765 over May, 1923. Sales for the first five months are shown as \$24,035,465, a gain of \$4,536,262 over the corresponding period of last year.

Has Appalachian Marble Account

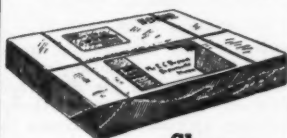
The Appalachian Marble Company, Knoxville, Tenn., interior marble producer, has placed its advertising account with the Calvin Stanford Advertising Agency, Atlanta, Ga.

The A. E. Hill Manufacturing Company, Hilco radio apparatus, and automobile reflectors, and the Scripto Manufacturing Company, Scripto multi-lead pencils, both of Atlanta, have also placed their accounts with this agency.

Hammond Lumber Account for Smith & Ferris

The Hammond Lumber Company, wholesaler and retailer of building materials, Los Angeles, has appointed Smith & Ferris, of that city, to handle its advertising.

Use your own business envelope, and your regular catalog envelope (regardless of size) and **MAIL THEM BOTH TOGETHER** with the



Shuman Mailing Attachment

(with gummed back)

The only device that permits the assembling of any size catalog envelope or package with a standard 6 3/4" first-class envelope to reach your prospect

at the same time

Send for booklet "Reaching the Buyer" explaining, with sample.

THE FRANK G. SHUMAN CO.

Labels and Tags
Blatchford Bldg. Chicago

Copy and Contact Man

There is an important berth open for a man now doing the same sort of thing for an agency of standing. Detail your experience and enclose some of the things you have done.

Address "N," Box 226
Care of Printers' Ink

When the Market Is Not Spontaneous

(Continued from page 6)

customer some idea of the merchandise and the company's service. Hence when the Everwear salesman, usually a university graduate, approaches a housewife with the proposition that he make her a present of a piece of aluminumware she is ready to listen to him. She has been reached by the company's general and direct advertising a sufficient number of times to convince her that the salesman is a high-class business man representing a reputable concern. What is more, she becomes the salesman's chief assistant in the working out of a clever plan of demonstration and selling.

When the salesman calls at a house, asking that he be permitted to give the present, he does not have it with him. He proposes to bring it the next day and suggests that the woman may want to invite some of her friends and neighbors in at that hour to see the aluminum piece. The salesman returns at the appointed hour next day and gives the woman the gift in the presence of her friends. They admire it and he tells them he will be glad to give them similar articles. However, he explains, he does not have them with him then, but if they will give him their names and addresses he will deliver the presents next day.

When he calls to make the delivery he has already established favorable contact. The prospect is expecting him and he does not have to go through any preliminaries. He delivers the gift and usually sells some other items besides. These he delivers on the spot, getting them from his truck, which is in the neighborhood.

After putting into effect the kind of advertising that can open the way for the approach the next step is to have salesmen who can make the approach. The job is one calling for an unusual amount of courage, industry and perseverance. The experience of many

manufacturers who have their own field forces actively engaged in helping the retailer sell their (the manufacturers') goods is that it is harder to get men who have these qualities than those who are intimately acquainted with merchandise and the academic side of selling.

Making industry and perseverance, and a capacity to undergo punishment as the underlying essential, manufacturers have been able to work out general rules for the hiring and training of house-to-house salesmen along these lines:

First, it is generally agreed that the job is not one for boys. The Hoover Company requires that all candidates shall at least be twenty-five years old. If they are thirty they are regarded as even more acceptable.

College graduates are preferred. Careful comparison shows that they are more adaptable and respond more quickly to training. They must be gentlemen of good appearance and manners. Manufacturers say the college man's scholastic training develops his ability to meet people, enables him to handle himself under varying circumstances and to cope with difficult situations.

Another usual requirement is that the applicant own his home, have a savings account or be buying bonds or some other good security. If he has not made a start along some one of these lines by the time he is twenty-five or thirty years old he is not regarded as a good business man worthy of having time and money expended in training him.

Sales managers have found it resultful also to look into the applicant's personal life. Is he essentially a home man? That is to say, does he have in him the home spirit? He is dealing with the home. Therefore it is as necessary for him to have a sympathetic understanding of the home as it is for the commercial salesman to know the retailer.

These are simple enough requirements. Yet the composite opinion of houses using this method of co-operating with the

JUDGE

has appeared every week
for more than 43 years—
2,223 issues!

—now, Judge has the
largest circulation of any
humorous, satirical maga-
zine published

204,356

net paid March 15, 1924
issue.

Yearly subscription \$5.00
in advance—newsstand
price 15 cents the copy.



B. F. PROVANDIE

VICE-PRESIDENT *and*
ADVERTISING DIRECTOR

627 WEST 43rd STREET, NEW YORK CITY

Let Us X-Ray for You the British Market

Before you decide to enter the British Market ask this organization of marketing experts to tell you just exactly the position of affairs in the special field you want to penetrate.

That's your surest way to avoid a complete misfit in your advertising and selling plans in the British or Irish Markets. The ramifications of this Research Service extend to all parts of England, Scotland and Ireland. It is equipped to give you a complete or partial survey of the entire field.

Ask us for facts, figures, data relating to any proposition destined for the British Market. Strictest confidence observed and all reports based on first-hand, authenticated investigation.

LONDON RESEARCH AND INFORMATION BUREAU

5, Tavistock Square,
London, W. C. 1

Telephone: Museum 7686

Managing Director,
H. G. LEAL, F. C. I.

BRAINS

I'M looking for a man about thirty, whose anatomy above the collar is functioning close to 100 per cent.

If he has had some newspaper or magazine experience to enable him to recognize "real news," it will be helpful.

If he is full of enthusiasm and has had advertising experience, it will be an asset.

If he knows that there is more to be learned in advertising than he now knows, it will indicate a healthy mental state.

I'm a busy advertising manager and need a live wire as an assistant.

The location is in a city of approximately 100,000 population.

Tell me about yourself and what you consider fair remuneration to fit yourself for bigger responsibilities.

Address
BOX 225
Printers' Ink

retailer is that they cover the ground.

The man secured, how is he going to be trained? Without going into details, it may be said that the usual method is to take the new man into the factory for a few weeks, show him how the product is made, acquaint him with the advertising and sales policy and give him a general picture of the objects and ideals of the organization. Then he is put to work under personal supervision. He goes around with an experienced salesman for a time, sees the manner of approach and notes the dialogue—or perhaps monologue—used in the selling operation. Then he himself tries the selling, under supervision of his tutor. The sales resistance he encounters at this stage quickly knocks off the bumps. He begins to see where he is wrong and corrects himself accordingly. The Fuller Brush Company devotes only a week to preliminary training. The salesman learns his job by selling.

Manufacturers, seeing the benefits of the house-to-house method in helping the retailer and looking toward possible means of adapting it to their business, have wondered what effect distribution has in its working out. They can see how it might be used if the manufacturer sells the retailer direct—but how about it if he distributes through the jobber?

The physical process by which the merchandise reaches the retail store has little to do with this way of selling. The distribution may be made by the jobber or the manufacturer exclusively. It may be brought about through a combination of direct selling by the manufacturer and by utilizing the jobber and spot warehouse stocks. Of course there are certain underlying factors governing distribution that have to be observed if selling is going to be successful.*

Naturally, it costs the manufacturer money to put trained men into the retail store and have

*For an outline of some of these methods see "Handling Distribution by Zones," PRINTERS' INK, Apr. 24, 1924.

ITS OWN REWARD

IT is an interesting fact that among the sales and advertising managers who call on Corday & Gross for direct advertising counsel in the marketing of their goods, there are far more men of national reputation than there are men less widely known.

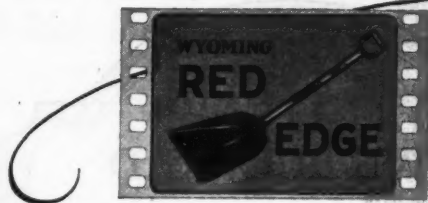
A twenty-eight-year association with leaders has brought this organization, inevitably, to a place of accepted leadership and acknowledged ability to handle any work entrusted to it.

**The
CORDAY & GROSS
Company**

CLEVELAND and NEW YORK



The Shovel as a Screen Star



THE Wyoming Shovel Works wanted "the trade" to know why Red Edge Shovels outlast other makes. The reason is — the way they are made.

Every jobber and dealer could not visit the plant, so the plant has gone to visit "the trade" — via the films. The Wyoming Sales Department reports that their audiences seem as deeply interested in the screen story of Red Edge as in the thrillingest thrillers of Bill Hart or in Harold Lloyd at his lloydest.

Your product has a story. And there's nothing like animated advertising to put that story over. Seeing is not only believing, but *remembering*, as well.

There are a lot more expensive forms of publicity than the silver screen. If it's the cost that makes you hesitate, let us do a little estimating.

**Bosworth,
De Frenes &
Felton
Wilkes-Barre,
Pa.**

Everything in Advertising Films

them sell goods without expense to the dealer. Besides this there has to be advertising or the salesmen are going to be handicapped. Advertising costs money, too. In view of the fact that merchandise prices, taking them as a whole, are high and that people are buying conservatively, how can the expense of the house-to-house salesman be justified?

The Hoover Company is one of the country's leaders in selling goods for the retailer. In large department stores it maintains a corps of trained men to carry on a systematic canvass of the town to sell vacuum cleaners. In the May Department Store of Cleveland, for instance, Hoover has twenty-four men at its own expense. There are five display tables at which these men make demonstrations at certain periods. The remainder of their time is taken up with house-to-house effort. This is substantially the method by which the company operates in every large city of the country. In Los Angeles it has more than 100 salesmen working for retailers.

"Yes, this costs money," an executive of The Hoover Company admits. "These men are able sales people and must be paid accordingly. Our cleaner sells for less than seventy-five dollars. If it were not for this system of selling, enabling us to obtain our present huge volume, our selling price would have to be \$200."

There you are. Another concrete illustration that one way to reduce the selling price and gain a larger net profit is by increasing the selling cost.

It all goes to show that there never was a time in the history of merchandising when a sales department could get so much for a given amount of energy or effort as is the case today. Sales development, when you come to think of it, is held back by the custom of measuring it by the dollar. Profitable selling is really a question of how much energy and work is required to reach a certain sales figure. If the effort falls short, the selling price is

Advertising and Sales Promotion Executive

Now open for connection with manufacturer having or planning for national distribution. Sixteen years' successful experience as advertising manager, advertising agency owner, and in personal selling. Broad experience in planning, production and direction of newspaper, magazine and direct-mail campaigns, also in sales promotion and merchandising. Created campaigns for over thirty manufacturers, wholesalers and retailers during past three years. Forceful writer, efficient organizer and executive. Practical knowledge of printing, engraving, commercial art. Age 35, single. Highest references. Will locate anywhere in Eastern States. Address "L," Box 224, Printers' Ink.

A CLIENT REQUIRES

A man thoroughly experienced and competent in mail-order selling and selling through agents.

This client is an old-established manufacturer wishing to branch into new selling channels. Man must be able to organize the business and take full charge. Complete line of cosmetics to be merchandised. Salary and commission—unlimited possibilities for the right man.

Write us, giving references, full details of experience, salary expected to start, and any other details which may be of interest. All information absolutely confidential.

THE
HENRY B. FLARSHEIM CO.
141 East Fourth Street
Cincinnati, Ohio

Radio Advertising

Radio opens up a great new field for the sale of advertising space and service. Here in a few short months has grown a great new source of business for newspapers, magazines, advertising agencies, direct and display advertising specialists and others.

Practically all of the leading manufacturers in this field who are or will be national advertisers are now subscribing to Printers' Ink.

The Printers' Ink survey of national advertisers in the radio industry listing the men who control sales and merchandising policies is available on request.

Printers' Ink Publications

Sales Department

**185 Madison Avenue
New York City**

bound to increase. If it goes ahead of the mark, the selling price can be reduced.

One source of strength of house-to-house selling is that it is educational. Housekeeping, in one form or other, has been with us ever since the days of Adam and Eve in the Garden. Yet it has lagged behind most other human institutions in the way of keeping up to date with equipment and methods. Even the bath tub and the hardwood floor are of comparatively recent origin. The house furnishing goods field alone, then, will offer a fruitful field for educational salesmanship during many a year to come. And, in rising to this opportunity, salesmanship will be performing a distinct service for the home as well as increasing the profit for the people who make and distribute goods. It has been established that perhaps the most forceful way of doing this educational work is by direct contact with the customer, and this means taking the goods and the message to her direct.

Advertising must take this seriously, because it is up to advertising to complete the merchandising circle. Producers of many grades of merchandise have at last become thoroughly convinced that they have to assume full responsibility for getting their goods into the hands of the consumer. The retail store is the distribution point. If the manufacturer stops there his development is likely to be sadly limited. He has to see that the merchandise does not linger at the distribution point too long. He may do as does the G. I. Sellers & Sons Company of Elwood, Ind., in canvassing towns and giving the dealer names of people who are willing to buy kitchen cabinets. He may actually sell the goods for the retailer as does Hoover. He may establish the market through personal canvassing and demonstration as does the Calumet Baking Powder Company.

In any event he has to see the thing through to its conclusion.

FOOD PRODUCT MANUFACTURERS

The Hostess is published and *paid for* every month by several hundred Quality Grocers throughout the country who place a copy in the home of every customer—

YOUR MESSAGE IN THE HOSTESS DOES 2 THINGS:—

- 1 It automatically puts your goods on the shelf of every one of our grocer distributors.
- 2 It just as surely moves them *off* his shelves when his customers read your message in his own magazine.

The HOSTESS

We Are on the Newsstands, Too

ARTHUR S. FORD

Publisher

Fisk Bldg.
New York

F. W. HENKEL

First Nat. Bank Bldg., Chicago
Western Representative

J. A. WELDON

Eastern Representative

A Long-Legged Yank

Twenty-six years old is ready to go to the North Pole or South Pole; Frisco or Shanghai, on any mission perilous or tame. Afraid of neither life nor limb. Or, he will remain planted anywhere.

Conscientious and absolutely trustworthy. Not a professional adventurer, but am out to perform the unusual. A college man with agency experience; references. Can write good copy, publicity or propaganda, etc. State your proposition. Address "K," Box 223, care of P. I.

MAILING LISTS

of Guaranteed Accuracy

for Every Business Adv.
Agency, Manufacturer,
Wholesaler, Retailer,
Investments.

TOBIN ADDRESSING COMPANY

426 Walnut St., Philadelphia

MULTIGRAPH RIBBONS RE-INKED



Our process costs only
\$6.00 a dozen. Try
it. A trial order will
convince you that it
is the best Re-Inking you can buy.

Send 8 Ribbons to be Re-Inked at our expense

W. SCOTT INGRAM, Inc.

Dept. B, 67 West Broadway, New York City

Religion, Medicine and Politics Need Advertising

Religion, medicine and politics are lacking in the proper adaptation of advertising to exert their greatest good, declared Bruce Barton, president of Barton, Durstine & Osborn, Inc., New York advertising agency, at a meeting of the Boston Advertising Club last week. In analyzing the secret of Christianity's success, Mr. Barton said, its great spread over the entire Roman world was due to its service. The teachings of its founder, he continued, had to do with constructive effort and the expression of such parables as that of the Good Samaritan.

"I would like to see advertising applied to religion," Mr. Barton said. "I would like to see it in medicine and in politics."

If medical men and bankers had not abandoned advertising and thereby failed to live up to the fullest sense of their responsibilities, Mr. Barton said, bucket shops and "quack" doctors would be unknown. Everything that is new in the field of medical discovery should be presented in its most attractive and illuminating manner to the people. A drive along educational lines should be made to keep the people well instead of trying to restore their lost health after they become ill.

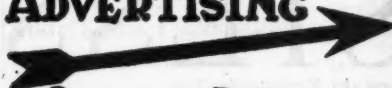
Richard Kolyer on Newcomb Staff

Richard Kolyer, Jr., for two and a half years with the De Vinne Press, New York, has joined James F. Newcomb & Co., Inc., advertising printing, also of that city. He was at one time with the McGraw-Hill Company, also at New York.

Woolworth Officials Re-Elected

Hubert T. Parson, president; C. S. Woolworth, chairman of the board of directors, and all members of the executive committee were re-elected last week at an organization meeting of directors of the F. W. Woolworth Company, New York.

CANADIAN ADVERTISING



CALL IN

SMITH, DENNE & MOORE
LIMITED.

TORONTO · Lumsden Bldg... MONTREAL · 275 Craig St. W.

Politics

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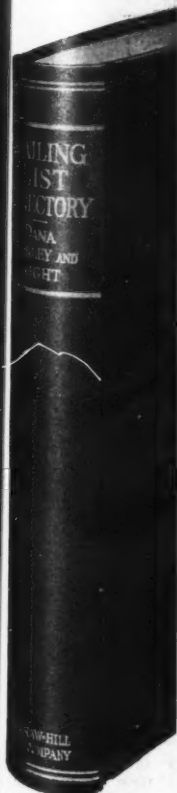
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**Send just
the coupon**

**for A TEN-DAY
FREE examination
of this much needed
marketing help.**

If you use mailing lists this book is indispensable

With this directory of mailing lists and directories, you can find immediately the source of any list of trades, professions or institutions—the publisher, the publishing period, and the price.

DANA, MORLEY & KIGHT'S Mailing List Directory

By Linda H. Morley and Adelaide C. Kight,
of the Business Branch, Newark, N. J., Public
Library, under the direction of John Cotton
Dana.

720 pages, 6 x 9, \$10 net, postpaid

This is the first comprehensive directory of directories and mailing-lists ever published. It describes the various directories minutely. It tells, for instance, in which of some 1500 directories there is a list of manufacturers of automobile accessories, hardware, carpets, or any of a hundred other articles.

It also tells in which directories you can find a list of jobbers, manufacturers, agents, or retailers of automobile accessories, hardware, carpets, etc. There are many trades which do not have their own directories, but many of these are covered by the directory of an allied industry, although this is frequently not indicated even by its title. It is in part to bring to light these hidden sources of directories that this index is published.

In short, here is an index which lists directories covering 1500 classes of trades, professions and institutions—tells what these directories contain—who publishes them—and what they cost.

Tells how to obtain free lists of

Manufacturers of tools and appliances, barn and dairy equipment, sporting goods, cutlery, stoves, toys and games, store fixtures, wheel goods, wire products, heavy hardware, mill supplies, radio apparatus and accessories, scales, measures, oils and greases, and hundreds of others.

Examine it for 10 days free

Any description of the book in a limited space must fall short—for pages could be written about the work it can do for you. Send for a copy for ten days' free examination and judge the book for yourself.

McGraw-Hill Free Examination Coupon

McGraw-Hill Book Co., Inc.
370 Seventh Avenue, New York.

You may send me for 10 days' free examination Dana, Morley and Kight's Mailing-List Directory, \$10.

I agree to remit for the book or to return it postpaid within 10 days of receipt.

Name
Address..
Position
Company

P. I. 6-10-24

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers

OFFICE: 185 MADISON AVENUE, NEW YORK
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and Secretary, J. I. ROMER. Vice-President,
R. W. LAWRENCE. Treasurer, DAVID MARCUS.
Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank
Building, DWIGHT H. EARLY, Manager.

Atlanta Office: 704 Walton Building,
Geo. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building,
A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street,
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60;
quarter page, \$30; one inch, minimum \$9.10;
Classified 65 cents a line. Minimum order \$3.25.

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NEW YORK, JUNE 19, 1924

New Accounts from Old Friends

A concern which has long made a meritorious product and built for itself a great amount of good-will among old customers, is liable to take this friendliness too much for granted. In this way many gold mines of good-will remain undeveloped. Complimentary letters become part of the regular diet, praise of the house and its policies a matter of course, and an extremely valuable by-product of business is lost.

The sales manager for a certain nationally known manufacturer uses several methods by which the good-will of old customers helps secure new accounts. One plan which worked excellently was a survey followed by a letter. His company sold through exclu-

sive agencies. Towns of a few hundred to several thousand population had proved better markets than the larger cities.

With a map-and-tack system this sales manager indicated those points which were apparently of the proper size, location and character, and where his company was without agency arrangements. These towns were listed on cards and the names of the well-rated merchants there set down. Each card then showed a town where the firm should be doing business, together with a choice of several dealers there.

Then he wrote a friendly letter to old customers in neighboring towns. He expressed the thought that several years of satisfactory business relations encouraged him in asking for advice and assistance in securing new agents like themselves in towns where the company had none. The names of three or four neighboring towns taken from the cards, with the names of several well-rated merchants under each town were put in the body of the letter. A stamped envelope was enclosed for reply and the sales manager said, "I shall infer that your return of this letter in the enclosed stamped envelope with the names checked, carries with it your permission to use you as a reference—indeed I may later ask you to write or phone some of these dealers on our behalf."

The friendly tone of the letter and the fact that they had been asked for advice by a big and well-known concern went well with the dealers.

When the replies were all in it was found that the sales manager had received the names of more than 900 new accounts to be approached with the statement that a merchant in a neighboring town had suggested their selection as reliable, exclusive agents.

Carbons of the letter to the names suggested were sent to the original list of old customers, with a note saying that a letter direct from them to the man in the neighboring town would be appreciated.

It is worth recording that fully 85 per cent of the old customers

wrote the letters asked for and a number phoned the nearby merchant. At the end of the period more than 500 new accounts appeared in the company books as a result of this simple plan of asking help and advice from old friends. Real good-will takes time to win. When once secured it can be turned into extra dollars by a simple and inexpensive plan.

Advertising's Accretive Power

We are told that a striking by-product of the advertising of the Salt Lake City Chamber of Commerce is the stimulating effect it is has had upon the people of the community. It has awakened the residents of Utah to the possibilities of their own State. It has caused renewed and increased effort on the part of railroads and tourist agencies to advertise Utah's attractions and resources.

This is something that good community advertising nearly always does. It "sells" the community to its inhabitants. Even though the campaign only attracts little attention outside of the State where it originates, it may amply justify itself if it succeeds in making the home folks appreciate their State. It is probably only an evidence of "humanness" to be enamored with distant pastures. The climate is always better, the scenery infinitely finer and the opportunities for work vastly greater—somewhere else. Most persons seem to be "sour" on the home town. It is a curious and significant fact that every citizen is a booster only in those States, such as California, that do a lot of advertising.

Another interesting thing about community campaigns is the way they make local business people advertising-conscious. Once a State, district or city starts to advertise, then hotels, railroads, bus lines, sight-seeing organizations, manufacturers, merchants and others that may not have advertised before, suddenly find that they have something to advertise. If for no other reason they advertise because they are anxious to tie-up with the community drive.

The same thing happens when a non-advertising industry starts an association campaign. The joint effort usually gets those in the industry to think about advertising for the first time in their careers. Sooner or later they are filled with an urge to have their "say," and before you know it they are individually supplementing the association effort.

We find the same principle at work when a basic industry, such as the automobile business, begins to advertise in a large way. The advertising of the car manufacturers has caused a large number of makers of parts, accessories and supplementary products to link themselves, through advertising, in the popular mind with automobiles.

The radio business is another example. Radio advertising volume is growing so enormously that the maker of every little radio what-not would feel left out in the cold if he did not catch hold of one of the many advertising strings that are attached to the radio kite.

Start an advertising snowball rolling down hill and it will pick up other advertising as it advances.

A Way to Cut Distribution Costs

If every wholesaler and jobber in the country would take the trouble to make an accurate analysis of his sales, a great change would come about in distribution. When Lewis H. Bronson, of the Bronson & Townsend Company, wholesaler of hardware, of New Haven, Conn., made such an analysis the results were surprising. The company sold a total of 1,432 lines of manufactured products. Yet 71 per cent of total sales came from 62 lines, while the products of only 16 manufacturers made up 50 per cent of total sales.

His investigation convinced Mr. Bronson that the wholesale distributor must work in the closest co-operation with the sort of manufacturer who sold a good name as well as merchandise, whose goods did not loaf on the retailers' shelves but carried their full share of the overhead by moving out into the homes of the

ultimate buyers in as short a time as possible.

How this company threw out all private brands, analyzed the cost of selling each line, investigated its total volume of sales, and by a careful and logical selling plan cut the cost of selling, is described in detail by James True in **PRINTERS' INK MONTHLY** for June.

Like many chain stores, a certain type of wholesaler, of which Mr. Bronson's firm is a good example, has discovered that the essence of lower distribution costs is closer co-operation with those manufacturers who base profits on repeat orders for goods which move quickly at a small profit per unit. Everyone interested in cutting selling costs should study the detailed figures of the Bronson & Townsend Company. Nothing is of more importance today than lowering distribution costs. The experience of this progressive wholesaler in accurately determining such costs, and then reducing them by common-sense methods, should receive careful study and attention.

The Wrong Competitor

Fighting the wrong competitor has probably kept more businesses in a rut than any other single human frailty. It is customary for a manufacturer to consider that he has four or five leading competitors in the field and to base his sales and advertising message too largely on the points of superiority of his product over those of his competitors.

A sales force gets to look upon every sale made as one taken from some other manufacturer. The attitude is one guaranteed eventually to get almost any sales department in a rut.

When the manufacturer comes to the realization that his real competitor is the consumer and his lack of a definite purchasing reason, he makes progress and develops a volume of new sales in which the whole industry shares.

A company, making two products, a meat and food chopper and a combination lard press and sausage stuffer, analyzed the mar-

ket for its customers' livestock and discovered that there was an over-production, according to Government figures, of almost 7,000,000 hogs. It went after its real competitor, the farmer-customer, and gave him a new selling angle. It talked to him in terms of his own business and told him how he could make profit on the hogs he raised during a year of over-production.

The market investigation showed that the farmer selling his hogs on the hoof received about eight cents a pound for them, whereas the consumer paid from seventeen cents for lard, the cheapest pork product, to more than forty-five cents for ham. Full-page advertising in a list of farm journals selected to reach the entire market, and direct-by-mail approaches to the dealer, were then outlined with this new specific appeal in mind. The copy emphasized the fact that both machines could be bought by the farmer out of the extra profit obtainable from a single hog. By thus making a specific appeal and giving the prospective purchaser a definite new reason for buying, the company was able to open the way to a permanent, new market possibility and make real progress in what would ordinarily be considered a very unfavorable market.

Many of the most successful advertising and sales campaigns of the country have originated when the manufacturer honestly solved the problem as to who his real competitor was.

Utility Advertises Personnel to Public

Advertisements featuring its executive personnel are being used by the Peoples Light Company, Davenport, Ia., in a new campaign to bring about closer relationship between the corporation and the public. The plan, which was originated by C. N. Chubb, general manager, calls for the use, once a week, of a photograph of an executive of the force, together with a brief biographical sketch, his record with the company, and a description of his duties with the company. The new series succeeds a "letter-to-customer" series which has been used weekly in the form of a letter from a department head to the public.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

“NOT HOW MUCH, BUT HOW WELL”

THE ODO-RO-NO COMPANY

"PRINTERS' INK and PRINTERS' INK MONTHLY are read regularly by almost every one in our organization, not as a matter of duty or because we require it, but because each one finds these magazines interesting and profitable.

"Everyone here recognizes the inspirational value of those publications and the definitely helpful ideas that are constantly to be found in them.

"Articles of special interest to any one in the organization or to the salesmen are marked and special articles are frequently filed.

"I have personally read PRINTERS' INK ever since I have been in business, and can say that I have had more general business help from it than from any other source."

Cordially yours.

Edna Albert
President,
THE ODORONO COMPANY

LEHIGH PORTLAND CEMENT CO.

"PRINTERS' INK and PRINTERS' INK MONTHLY are received in the advertising department and read by the advertising manager, the editor of the house magazines and the assistants to the advertising manager and are then routed to the sales and other departments of our organization by means of routing slips. In all, PRINTERS' INK and PRINTERS' INK MONTHLY are read by about sixteen heads of departments and their assistants.

"Special attention is called to the various articles which might prove of interest to the men in these various departments. Space for this is provided on this routing slip.

LEHIGH PORTLAND CEMENT COMPANY.

The Little Schoolmaster's Classroom

EVERY once in a while some manufacturer pleases the Schoolmaster by doing a thing which seems so simple that it is a wonder more manufacturers don't do likewise.

In recent advertising of the Montague Manufacturing Company of Grand Rapids, maker of Montamower, a lawn mower which operates on an entirely new principle, the maker says: "The Montamower has one qualification in common with ordinary lawn mowers. It will not operate satisfactorily in wet, swampy places, nor in loose sand. The best results are obtained by cutting the grass when it is entirely dry."

This idea of pointing out certain possible disadvantages of the product instead of allowing the consumer to find them out for himself, with resultant loss in good-will for the product which he has just purchased, seems like sound business sense. The company overcomes possible objections in advance by a frank statement of facts. Thus warning the consumer before he parts with his money about what the product won't do as well as what it will do, saves much later trouble and could be applied to a great variety of other products. It is a good example of under-statement in advertising which almost invariably brings expressions of good-will from consumers and builds confidence in the company.

* * *

Among the uncollected anecdotes of advertising are to be found many curious instances of longevity. In this category falls a recent experience of The Winnipeg Board of Trade. A return postcard, one among many sent out during 1913, was recently received by the present Winnipeg organization which has now absorbed the work of the old bureau which functioned in 1913. This card, which has been forwarded to the Schoolmaster, was

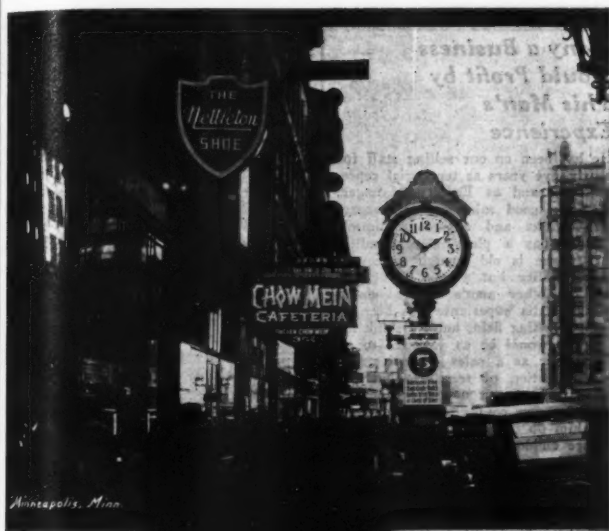
filled out by one, Pierre Anet, of Brussels, Belgium, and requested information on the manufacturing and commercial opportunities of Winnipeg and Western Canada. This information has been mailed him.

The incident stimulates the imagination. When letters do not immediately "pull," members of the Class may perhaps find consolation in speculating on ultimate possibilities. Here is a card, sent out in 1913, cherished by a prospect through the vicissitudes of a great war and its aftermath, and finally, late in April, 1924, made to serve its ordained purpose in the general scheme of things. Doubtless the Class is ahead of the Schoolmaster in revising a well-known slogan: If not now, then eventually.

* * *

A manufacturer, who was considering the adoption of a trade-character in his business-paper advertising, asked the Schoolmaster why the death rate among such folk was so high. He remembered several which had done their brief act on the stage of advertising, gone off into the wings and there quietly passed away.

One reason for the apparent high mortality among trade-characters is the fact that manufacturers don't use as much care in selecting them as they do in picking a new salesman. Some member of the organization is liable to get an idea for a clever character and it is rushed into print in a warm glow of enthusiasm. Any artist can draw a funny little man or grotesque figure to represent the Wellsville Casting Company, maker of Wellco Heat Resisting Castings. Six months later the Wellco Kid, or whatever his name is, begins to tire the boss with his clever sayings and pranks. He may have tired the prospect long before that. Then comes the conference to decide whether the



FLEXLUME SIGNS

Are Business Builders

FLEXLUME Electric Signs are bringing business to the many national advertisers who use them to stamp the nationally known trademark on their dealers' store fronts. It is not simply general publicity. Flexlumes increase sales.

Back of every Flexlume is an unchallenged reputation for quality, art and service, which is your assurance of maximum advertising display day and night—raised, snow-white, glass letters in the daytime, solid letters of light at night. All of the facilities of the largest factory in the world making electric signs exclusively are behind each Flexlume, and a service organization more than nation wide.

Let us send you a sketch showing a Flexlume for your business and give you an estimate of cost.

FLEXLUME CORPORATION

1040 Military Road BUFFALO, N. Y.

FLEXLUME

Many a Business Would Profit by This Man's Experience

He has been on our selling staff for nearly five years as territorial representative and as Eastern Manager. He is a good salesman and organizer—thinks and expresses himself clearly—has a pleasing personality. At 30, he is old enough to handle responsibility but young enough to see the other man's way of doing things. His experience has been in the publishing field, but we think his services would be as valuable to an agency or as a sales executive. A reorganization of territories in our company makes it necessary for him to find a new connection and in helping him do this we are favoring his future employer even more than we are assisting him. He is married and would prefer a connection in New York or vicinity. It might pay you to talk with him. Address "T," Box 229, care of Printers' Ink, and we will arrange an interview.

Did You Ever Hear of Australia?

HAVE the Australians ever heard of you—or your product?

Australia and New Zealand offer an almost virgin field for American export and exploitation.

Australians are just as eager for what you sell as you are to sell it.

Take advantage of an opportunity to get a real slant on the possibilities of a great export trade with the Antipodes.

Get in touch with the Australian situation by getting in touch with one of our clients who has just returned from Australia, where he made a comprehensive inquiry into trade conditions.

If really interested in securing Australian representation and information, write

**"P. B.," Care of
IRWIN JORDAN ROSE
CO., Inc.**

116 W. 32d St., New York City

P. S. If just curious don't bother.

Wellco Kid is to be allowed to play at will over the company's advertising pages or is to be quietly asphyxiated. The latter course prevails and the death rate swells.

Yet many trade-characters in the business press, carefully selected and consistently advertised, have built a friendly regard for the companies they represent and are now valuable.

The manufacturer considering the addition of a trade-character to his line should not add one unless the need exists, any more than he would add an extra member to his sales force. He should apply the same care in selection and look into the qualifications of the prospective character as thoroughly as he would examine the references and previous history of a sales candidate.

Mere cleverness or flashiness is not a sufficient reason for adding a salesman. Nor should it be for adding a trade-character who immediately becomes an integral part of the company's permanent staff.

* * *

When Howard Elliott was president of the New York, New Haven & Hartford Railroad he had a number of placards put up in the company's coaches on which was printed conspicuously "Courtesy Is Always an Asset." The Schoolmaster thought then, as he does now, that this slogan was worth remembering:

Recently a manufacturer advertised his products in a business paper, using modest space. One of the inquiries resulting came from an advertising agency which asked for information and prices of the products that were mentioned in the copy.

The answer that the agency received would have taken the curl out of almost any permanent wave. Seemingly the thought that an agency might have a legitimate interest in anything outside of soliciting new business never occurred to this manufacturer. "What's the big idea in asking all about our products?" asked the manufacturer curtly. "Advertising agencies don't buy our stuff

The Northwest Is Calling You

THE DAKOTA FARMER

NORTHWEST FARMSTEAD

In 1923 •

Northwest Farmstead's Commercial Advertising exceeded 1922 by 42,464 lines—25.5%.

The Farmer gained 38,524 lines—8.5%.

Farm, Stock & Home gained 12,062 lines—8%.

In 1924 •

For the first five months, Northwest Farmstead again leads in gain of Commercial Advertising.

*See Advertising Record Co. reports.

W. C. Allen, Publisher

Northwest Farmstead, Minneapolis, Minn.

The Dakota Farmer, Aberdeen, S. D.

**The Dakota Farmer gained
56,199 lines of Commercial
Advertising in 1923.**

GIBBONS KNOWS CANADA

HUNDREDS STAND IN LINE IN PHILADELPHIA TO BUY THE SUNDAY TRANSCRIPT. THIS IS NOT TRUE AS TO ANY OTHER PUBLICATION ON EARTH. NEVER SOLICITED AN ADVERTISEMENT IN SEVENTY-FIVE YEARS.

PETROLEUM AGE

is the fastest-growing journal for oil men. Its circulation is confined to operating, engineering and buying executives.

Its advertising rates enable you to make a strong campaign at moderate cost.

Vol. 13—PETROLEUM AGE—1924

Published Semi-Monthly at
28 East Jackson Boulevard, Chicago
New York City: 56 W. 45th Street

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field.

Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

TO PUBLISHERS

A capable advertising solicitor, thirty years old, with nine years' trade and newspaper experience, a wide acquaintance among advertisers and agencies, an exceptional new business closer, with remarkable references, wishes to represent a first-class publication in Cleveland territory. Available July 1st.

Address "J," Box 222, Printers' Ink

National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.

630 W. Jackson Blvd. Chicago



Howell Cuts 

ask for proofs
for house organs
direct mail and
other advertising

Charles E. Howell • Visk Building • New York

and your inquiry certainly looks suspicious. What do you want of this information? If it's our advertising account that you are after, nothing doing."

One of the members of the Class tells the Schoolmaster that this agency often functions as buyer for a client. In this particular case it had an order to place which would have made the manufacturer's copy pay out a hundred times over. It's easy to guess where the order was not placed. Without leaning too strongly toward the obvious the Schoolmaster feels that there is a moral or two to this incident.

"Courtesy is always an asset." There are the words. The Class can write its own music.

* * *

A member of the Class wishes to call attention to a friendship building form of direct-mail advertising in which any business man supplied with billheads or monthly statements may indulge around the first of the month. The L. A. Murray Company, dealers in Victrolas and Victor records at Davenport, Iowa, uses the idea in the following manner.

Monthly statements ordinarily sent only to debtor customers go out to all the names upon this company's books. But those against whom no charge is made receive a statement which reads:

"You do not owe us anything this month, but we wish you did. Accounts like yours are the kind we appreciate."

This idea is most effective, of course, when sent to small business men who open their own mail. Office boys in large organizations would very likely divert them to the waste-basket or disinterested departments.

* * *

While attending several educational advertising club sessions of late, where advertising art was the subject selected by special speakers, the Schoolmas-

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Experts Cannot Feed a Press More Accurately

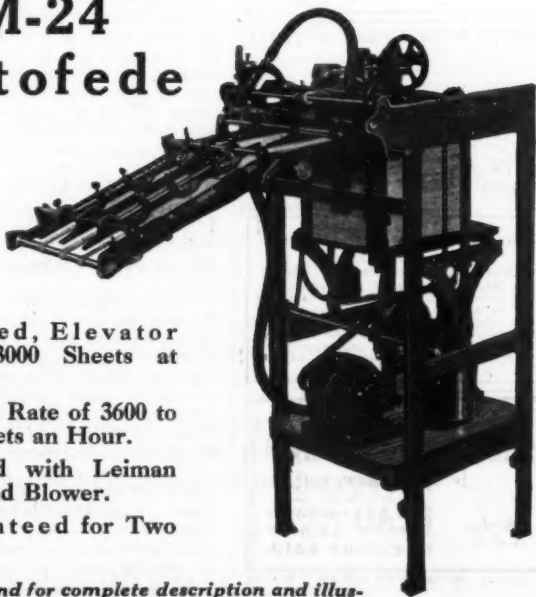
or more speedily, than this remarkable machine — M-24 AUTOFEDE. And the autofede does the work *automatically*. It is the finest achievement in automatic precision you ever saw. Anyone can master it. Release your operator for other work. With M-24 Autofede

Each Sheet Is Winded Exactly As in The Hand Feeding of Cylinder Presses

It is next to impossible to double or miss. Air Separating Sheets. All air. Feeds the thinnest as well as the thickest paper, cardboard or envelopes.

Users of Multicolor presses should complete their equipment with

M-24 Autofede



Pile Feed, Elevator Takes 3000 Sheets at Loading.

Feeds at Rate of 3600 to 4500 Sheets an Hour.

Equipped with Leiman Pump and Blower.

Guaranteed for Two Years.

Send for complete description and illustration. We invite personal inspection.

LISENBY MANUFACTURING COMPANY
222 North Wabash Ave.

Chicago, Ill.

The Mechanics of Advertising



This book, "Commercial Engraving and Printing" by Chas. W. Hackleman (second printing) fully explains in a non-technical way photo-engraving, lithography, offset, rotogravure, printing, etc., etc., and is a veritable encyclopedia of useful and time-saving information for advertising men, engravers, printers,

lithographers, commercial artists, libraries, students, etc.

**840 Pages—Over 1500 Illustrations
35 Related Subjects**

Examples by every process—many in color. Beautifully printed on Algrete enamel coated book paper and bound in dark green Interlaken crash cloth with gold stamping.

Price postpaid on approval, \$15; cash with order \$14.25, payment plan \$15.75.

Write for **FREE** prospectus showing sample pages, full outline of contents, etc., etc.

Commercial Engraving Publishing Co.
Dept. NY Indianapolis, Ind.

WHITE'S FARM PAPER DIRECTORY

Your name, business connection and address entitle you to a free copy. Contains valuable information about the Farm Market.



FRANK B. WHITE
Agricultural Advertisers'
Service

76 W. Monroe St., Chicago, Ill.

"At It" More Than a Quarter
of a Century

Mr. Manufacturer— Are Your Sales

satisfactory in distribution and volume? Can you use a man of wide experience and proven ability—to make an accurate market analysis; lay out intensive merchandising plans; organize a selling force and intelligently direct it. An executive in one of the country's largest corporations. Available immediately. Address Box "8," Box 228, Printers' Ink.

American Lumberman

Published in CHICAGO

Member
A.B.C.

READ wherever
Lumber
is cut or sold.

ter noticed one fact in particular—one question seemed to be uppermost in the minds of the majority: "What proportion of space should be devoted to the picture?" Time and time again this query was put, in seven cities that were visited by the Schoolmaster in different parts of the country. Business men who happened to be present, as well as beginners in advertising and advertising managers wanted this problem settled.

And invariably the speakers were compelled to state that no definite rule could be set down. It is a problem governed in every case by specific conditions. This reminds us that it is a dangerous practice to formulate scientific rules and regulations to apply to advertising in general and to suggest that they can be universally applied. Such practice invites erroneous conclusions.

To attempt to say that an illustration should occupy one-third of the total space and to make that an inexorable rule would be as impossible as to suggest that one suit of clothes would fit the universe. There are many phases of advertising which may not be reduced to inflexible formula.

* * *

"I have just had to telegraph an advertising agency for the size of a cut which is to be used in an advertisement," said a publisher friend of the Schoolmaster recently.

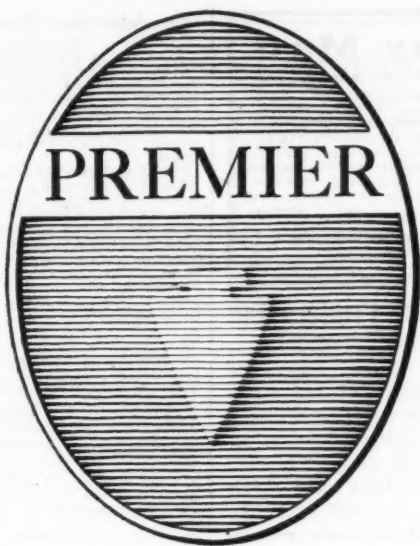
And ruminating on the incident he continued, "Why wouldn't it be a good idea for all advertising agencies in sending out advertising copy which is to be followed by cuts to mark on the copy the exact size of the cuts? If this is done and delivery of a cut is delayed, the advertisement can be set and the proper amount of space left for the cut when it arrives. This would help especially when copy must be used in a certain issue and is mailed close to closing date of publication.



PAINTED OUTDOOR ADVERTISING

*We own and maintain Painted Bulletins
in 137 cities and
towns of Northern N.E.*

THE KIMBALL SYSTEM
LOWELL - MASS.



Harness Your Advertising

Advertising, like water power, is vastly more valuable when harnessed; when its force can be transformed into sales results. *Direct Mail Merchandising*, created and produced in its entirety by this organization, makes advertising more definite in purpose, more effective in sales and more traceable in results.

Direct Mail Merchandising to and *through* dealers is the most powerful supporting medium to publication advertising.

THE PREMIER COMPANY
Direct Mail Merchandising
CLEVELAND

Copy Man

available in September
—after tour of Europe. Part
or full time. 16 years' experi-
ence—13 years with one agency
as Director of Service (copy,
art and production). Proved
ability as copy writer, execu-
tive, organizer and contact
man. Scotch American, 33.

Get a line on him NOW
—before he sails. Address "D,"
Box 77, Printers' Ink.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Ave. New York

SLIDE-VERTIZE

Out of
8,000 Theatres
Showing Movie
Slides

How Many Are Working for
YOU?

STANDARD SLIDE CORP.
209 W. 48th St., New York

To Advertise Trade-Marked Granite

The Woodbury Granite Company, Hardwick, Vt., has made application for registration of its trade-mark, "Mem-O-Rock," which is used in connection with sales of its blue, gray and white granite when sold for monumental purposes.

"It is our intention to carry on something of an advertising campaign in this connection," George James, treasurer of the company, informs PRINTERS' INK, "and the word 'Mem-O-Rock' is to be used to distinguish our stone from other granites quarried in this locality. The word is compounded from the word 'Memorial,' and is to be used in connection with the slogan, 'Granite for Memorials.'"

N. A. H. Mugruer with Link-Belt Company

Norman A. H. Mugruer, recently with Waldo P. Warren, Chicago advertising counsel, has joined the Link-Belt Company, also of Chicago, as a member of the advertising department. He was formerly assistant advertising agent with the Union Pacific Railroad Company, Omaha.

Pasteurized Milk Campaign for Dallas

The pasteurized milk distributors of Dallas, Tex., have combined to conduct a three-year advertising campaign to entrench pasteurized milk more firmly in popular favor. The campaign will cost \$20,000 and will be conducted by the Wynne Advertising Agency of that city.

Ward Bread Made in Thirteen Cities

In recent newspaper advertising over his name, William B. Ward states that the Ward Baking Company, of which he recently assumed control, operates nineteen plants in thirteen cities, and has an output of 400,000,000 pounds of bread a year.

Toronto "Globe" Appoints Bruce Owen

Bruce Owen, for four years with the Montreal office of the MacLean Publishing Co., Ltd., and more recently advertising manager of *La Patrie*, also of Montreal, has been appointed special representative at that city for the Toronto *Globe*.

LETTERING and DECORATION
344 W 28 NEW YORK RALPH E. DEININGER LACKNA
ADVERTISING DESIGNER 4749

Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used

Printers' Complete Outfitters

Conner, Fendler & Co., New York City

CASH!

Agency expanding will buy outright accounts and good will of small recognized agency.
Box 844, Printers' Ink.

For Sale—Film Rights of Latest Economic Novel. Unlimited possibilities for rental of films to Chambers of Commerce, Rotary and Kiwanis Clubs and other Business Men's Organizations to campaign for "Buying at Home" and keeping business in their towns. Address C. M. Lansing, 909 Foster Ave., Chicago.

FOR SALE

Trade paper in its thirty-sixth volume, enjoying respect of subscribers and advertisers. Present owners interested in other businesses. Sale price, \$10,000. An additional \$10,000 working capital will make this a big-paying success. Located at Atlanta, Georgia. Address Box 881, Printers' Ink.

Multicolor Printing Press for Sale

Automatic, latest model, used 2 months, capable of doing 3 colors in one operation, 4,000 impressions hourly, cost \$1,045.00; will sell for balance of contract, \$725.00, payable: \$125.00 by July 1, remainder on easy terms. Sixty days' free repair service, with full guarantee from the Multicolor Sales Co., who will transfer contract. Can be seen in operation at 61 West 15th St., H. L. HARDIN, Printing and Multigraphing Service (Telephone: Watkins 3567), New York City.

Can you make a small agency bigger?

One man is operating an agency specializing in technical and industrial accounts and has a fair start. Now, after nearly a year, he needs with him another man primarily to bring in new accounts. One can't stay in to get work out and stay out to get work in. Two can do both. Some man willing and able to finance himself until he produces profits to share can become part owner of a business as big as we can make it. Location, New York City. The right man will make his letter as complete as necessary—and know that it will be considered as confidential. Box 859, Printers' Ink.

PUBLICATIONS—We are in position to handle one or two weekly or monthly publications. Have modern rotary press equipment. Can handle mailing. Let us make estimates. Capper's Weekly, Lock Box 1915, Washington, D. C.

New York Representation

open for several established Canadian business publications. Commission basis. Increased territory available if results are shown. Box 843, Printers' Ink.

HELP WANTED

Contact and copy man wanted by a San Francisco Bay District (California) printer. Must be capable idea man, forcible writer, thoroughly acquainted with art, typography, printing and engraving. State experience, age, salary, lodge and religion. Box 850, P. I.

AGGRESSIVE SIGN SALESMEN

are offered an unusual opportunity by the manufacturers of the celebrated Stenpho Process Metal Signs in territories not now adequately covered. Stenpho Signs are made by a new process and are beyond competition. For particulars write The Stenpho Co., Dayton, Ohio.

SALES MANAGER FOOD PRODUCTS

Well-known concern is looking for a man worth not less than \$15,000 yearly, who has a successful record as sales or assistant sales manager in food products. Correspondence held strictly confidential.

POLYTECHNIC & COMMERCIAL BUREAU
AGENCY

38 Park Row New York City

ADVERTISING SALESMEN

To Represent Both of Our Publications
"THE NATIONAL REPUBLICAN"
and

"OUTDOORS"

We have openings in some of the largest cities in the United States. "It's a money maker to the right men."

Address:

E. C. JOHNSON, Ass't Mgr
909 Munsey Building
WASHINGTON, D. C.

ADVERTISING MAN

An Ohio Manufacturing Corporation, manufacturing Electric Vacuum Cleaners has an opening in its Advertising Department for a young man thoroughly schooled in the fundamentals of advertising. Other qualifications being equal preference will be given the applicant who has completed a course in journalism at one of our universities.

Write fully, in strict confidence, giving age, education, experience in detail, salary received and expected, and reasons for desiring to make a change. Address Box 864, Printers' Ink.

Large printing concern in Middle-Western city, where overhead and labor scale are low, offers unusual opportunity for full- or part-time representative in New York territory, to experienced man with following on long runs of catalogs, booklets, folders, etc. Box 872, P. I.

We are looking for a capable representative for both Los Angeles and San Francisco for a group of the most powerful headwear trade publications in the field. They are the only Eastern magazines now carrying a volume of advertising from the Coast Markets, and the proposition is a mighty good one for the right man. Address all communications to Box 875, Printers' Ink.

We are in need of sales promotion manager capable of directing the sales promotion department of a large national advertiser; one with a knowledge of system and good correspondent. Box 877, P. I.

An Unusual Opportunity

Fast-growing agency wants exceptional idea-copy chief, who has ability to handle variety of accounts successfully. Must have speed, not afraid of work, willing to go South and able to start immediately. Earnings commensurate with ability. Sell us yourself. Send photo, details and state starting salary. Box 858, Printers' Ink.

ACCOUNT EXECUTIVE AND COPY MAN

A young vigorous and fast-growing Western advertising agency, with undisputed leadership in its territory, requires a HIGH GRADE account executive, who can approach big prospects in a big way and DELIVER. Prefer man also thoroughly conversant with plan, layout and copy. Will consider account man for contact work only, also an expert copy writer of unquestioned ability, versatility and wide experience. A permanent, pleasant and lucrative connection for the right man, with a chance to acquire an interest in the business. Box 849, Printers' Ink.

\$6,000 Man

or better, who prefers to sell where there is keen competition, is not afraid to take some chance if there are some really large opportunities to warrant it, is a hard worker and can close. \$10,000 was earned with us last year and the limit not reached. Men who have successfully sold office devices, vacuum cleaners, washing machines, electric motors or similar articles, and who are go-getters can succeed with us, though the average minimum sale will run above \$1,000. Established concern with installations in some of the best-known institutions in the country. Necessary travel out of Chicago. Box 854, Printers' Ink.

POSITIONS WANTED

AGENCY CONNECTION WANTED
Layout and printing production. Practical printer; expert typographer, proof-reader, etc. Christian, best references. Agency experience. Reasonable salary. Prompt interview. Box 860, P. I.

Advertising and Business Manager now employed, seeks change. 11 years' experience on two dailies. Reliable, energetic, married, and a producer. Box 847, Printers' Ink.

Young woman, experienced in all kinds of advertising research, is going on trip to Pacific Coast from New York. Will make investigations or interviews on any subject at small cost. Box 848, P. I.

ARTIST—FREE LANCE

Particularly rough sketches, dummies, visualizations, layouts on piece-work basis; New York agency man. Box 867, Printers' Ink.

SOMEONE NEEDS ME NOW

I am a young woman, an advertising executive, a skilled copy writer of feminine subjects. Who has the job? Box 869, Printers' Ink.

Executive (woman, 30), college education—economics, nine years' experience, desires permanent connection with commercial or manufacturing concern in or near New York City. Box 874, P. I.

MAIL ORDER

Position or piece-work; New York man exceptionally experienced with wide variety of products; complete story on request. Box 865, Printers' Ink.

VISUALIZER—COPY WRITER

New York man, prolific in ideas; produces "finished" rough sketches in any medium; piece-work or position at \$100 weekly. Box 866, Printers' Ink.

N. Y. Adv. Writer

Many years big agencies' copy chief. Open for free-lance work for manufacturers, printers and agencies. Box 863, P. I.

LOOK! Young man with 5 years newspaper experience as re-write man and at present Director of Publicity for one of most prominent theatrical producers, wishes to enter reputable agency as copy writer or publicity man. Age 29. En-viable references and well educated. Write or wire Box 851, Printers' Ink.

Business Executive

—18 years' experience in general business organization, sales promotion and advertising—desires connection with old, established house or will undertake development of new project providing idea is sound and properly financed. Address Box 862, Printers' Ink.

Here's the Man for You

Advertising and publicity man—two years' thorough agency experience; five years' newspaper work as news editor, feature writer and dramatic critic; has handled exploitation for legitimate and motion picture theatres; can write forceful, appealing copy adapting creative ability to requirements of any product or proposition; available for piece work or full time connection. Box 856, Printers' Ink.

AR
Layouts
or man
Writes
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Editor-
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enough
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ARTIST OR ART MANAGER

Layouts, finished drawings. Work alone or manage department economically. Writes copy. Splendid record. Salary right. Go anywhere. Box 861, P. I.

Editor—Weekly Tradepaper; seven years' present connection, desires to make a change. Clear, concise, original, forceful writer. Would consider weekly house-organ, special editorial work, or ad copy. Writer for responsible concern. Address Box 853, Printers' Ink.

Advertising Salesman—with successful experience of solicitor and manager, having wide acquaintance New York and Eastern agencies, and advertisers different fields—seeks engagement on good standing medium; now unattached; best references. Box 879, Printers' Ink.

ADVERTISING MANAGER OR ASSISTANT

Young man, 28, a prolific writer, thoroughly familiar with the mechanics of advertising, seeks a bigger opportunity. Presently employed; best of references. Box 880, Printers' Ink.

ATLANTA

New York man locating in Atlanta wants part- or full-time connection as representative or in advertising-sales capacity. Experienced advertising-sales promotion executive, copy and general writer, salesman. Exceptional references. Box 876, P. I.

Young experienced sales and advertising man; publication adv. manager. Many years' experience in shoe, fancy goods and allied lines; have conducted advertising and sales research along psychological lines. University alumnus; ambitious and effective worker. Box 845, Printers' Ink, Chicago office.

COPY—LAYOUTS

Forceful writer, unusual layouts, knowledge production; experienced with agency, advertiser, publisher; College graduate; exceptional references. Promptly available!
BOX 878, PRINTERS' INK.

SALES MANAGER

An energetic, aggressive, successful sales manager, 37 years of age, possessing initiative, tact, self-confidence, personality, training and experience (particularly in food and machinery lines), who is first a real he-man, second—a sales manager, third—a man of sound business judgment, desires connection where a future will be the reward for one who, by hard work and brain power, can accomplish the seemingly impossible. Willing to go to any part of the nation. Box 870, P. I.

BANK ADVERTISING MANAGER

A man who feels that he can now handle a bigger job is open for a new connection. His training and experience especially fit him for this department of bank work. A place that will eventually lead to a vice-presidency in charge of advertising is what he wants. You may know of such an opportunity for this man in a bank that has or is large enough to have a real advertising department. Box 852, Printers' Ink.

YOUNG MAN, 23, knowledge engraving, layout and type, desires position as assistant production manager. Box 882, Printers' Ink.

Advertising man with 10 years of diligent practice, and a wealth of aggressive selling experience throughout the United States and Canada; qualified to handle small sales force; writer of original, interesting ads; also strong on results direct-mail copy. Willing to start at \$100 per week, anywhere. Box 871, P. I.

SALES CORRESPONDENT

Producer of business-getting letters and resultful direct-mail copy. Age 32. University education. Capable, reliable, persistent worker. Wants position with mail-order house, department store, or agency. Pacific Coast preferred. Address Box 873, Printers' Ink.

Successful Advertising Solicitor is leaving present connection with newspaper representative July 1st. Desires connection with newspaper or representative. Seven years' local and national newspaper and business-paper experience. Prefers to remain in Chicago or middle West. College trained, married, 35 years old. Best of references. Box 857, Printers' Ink, Chicago.

MORE ADVERTISING

FOR A

CLASS MAGAZINE

Some class or trade magazines carry five or ten pages of advertising and deserve thirty to 100 pages per issue.

Will contract to increase advertising for such a publication—and will possibly purchase an interest. Box 842, P. I.

Have over 20 years' experience in trade paper publishing, have handled every detail of the business except the editorial writing and actual soliciting. Thoroughly familiar with the accounting, advertising make-up, follow-up, circularizing, printing, paper, etc. Have been in an executive position for years and have a complete knowledge of all details. Not satisfied in my present connection and am open for any reasonable offer from a responsible concern or individual where my experience will be of value. In or around New York preferred. Can give first-class references. Box 846, P. I.

WE CONNECT THE WIRES

FURNITURE and INTERIOR DECORATION EXPERT, four years advertising manager high-grade Eastern house, wants better position in similar line—or agency contact work. Seven years planning campaigns, writing copy and superintending production for well-known women's magazines. National agency copy experience. "Quick to take another's reaction of policy; tact in discussing it."
Our No. 3887.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

Table of Contents

NEW YORK, June 19, 1924

What to Do When the Market Is Not Spontaneous.....	<i>G. A. Nichols</i>	3
Farm Market in Stronger Relative Position.....		10
Overcoming Dealer Jealousy of a Too Successful Product.....	<i>W. H. Heath</i>	17
Calling a Halt on Substitution.....		25
What Is the Older Man's Place on the Sales Force?.....	<i>Frank L. Scott</i>	33
Is a Prize Contest for Consumers Good Business?.....	<i>Amos Bradbury</i>	41
Newspaper Code of Ethics Adopted as Aid to Business.....		53
What Should Art and Typography Cost?.....	<i>W. Livingston Larned</i>	61
"Take the Mystery Out of Business!".....	<i>George M. Verity</i>	73
Trade-Mark Service Is Looking Up.....		81
Education to Aid Outdoor Advertising.....	<i>Francis Hanks</i>	93
What's Wrong with Oil?.....	<i>Amos Stote</i>	101
A Sales Manager's Fourteen Points.....		112
The Day of the Data Book in Selling.....	<i>James H. Collins</i>	117
A Letter That Brought Back Lost, Strayed or Stolen Customers.....		128
"Stop Giving Things to Your Dealers".....	<i>George B. Hendrick</i>	132
Stage Is Set for London Advertising Convention.....		137
Making People Fight for a Home.....	<i>Violet E. Coulter</i>	146
A Guide-Post for Co-operative Advertising Campaigns.....	<i>Felix Coste</i>	158
Editorials		196
New Accounts from Old Friends—Advertising's Accretive Power— A Way to Cut Distribution Costs—The Wrong Competitor.		
The Little Schoolmaster's Classroom.....		202

Would you ignore your best customer?



THE manufacturer who plans an advertising campaign for Metropolitan Boston comes to this market with goods to sell. He is advertising for buyers of his product. He wants his advertising to secure as many customers as possible. Yet there have been manufacturers who, through an injudicious choice of newspapers, have made it almost impossible for one-half of the people to read the story of their product.

These manufacturers did not see this one vital element of successful advertising in Metropolitan Boston; namely, that Boston is a divided market and must be addressed as such through newspapers.

The people in the entire Boston trading area are divided into two groups. This division is not one of race or class. It is caused by tradition, sympathy, environment — influences that have swayed this city's people for a hundred years.

This division of Boston's population is paralleled by the division of Boston's papers. No one Boston paper can serve both groups of Boston's people—no one paper attempts it. The very fact that each Boston paper is so conducted that its editorial policy and treatment of news satisfies one of these two groups of people prevents that paper from securing substantial circulation in the other group.

Of Boston's four major newspapers, three are published to serve one group of Boston people. Each one of these three papers offers a valuable circulation among this one group of people. The other paper secures its circulation among another group of Boston people.

This other paper is the Herald-Traveler. It reaches a portion of the Boston market that is effectively reached by no other Boston paper. It offers to an advertiser a circulation which he can refuse only at the cost of ignoring his best customers in Metropolitan Boston.

An analysis of successful merchandising in the Boston trading area is contained in the booklet, "The Road to Boston." This booklet will be mailed promptly upon receipt of a request on business stationery.



BOSTON HERALD-TRAVELER

Summer Circulation of The Chicago Daily Tribune

	1922	1923	1924
May	507,000	553,000	594,000
June	517,000	557,000	
July	519,000	566,000	
August	524,000	580,000	

Note that Chicago Daily Tribune circulation keeps going up through the summer

If you want YOUR sales to increase use this dynamic medium.

Business is as good as WE make it

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Write for the 1924 BOOK of FACTS